

18th Annual Indy Hematology Review™

Saturday, August 21, 2021 | 7:00 am – 8:30 pm | The Westin Indianapolis

Organized by:



Achieving tomorrow's outcomes through education today.™

COMMERCIAL SUPPORT OPPORTUNITIES

(HYBRID EVENT)

PRESENTED BY



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18TH ANNUAL INDY HEMATOLOGY REVIEW™

August 21, 2021

Presented By:



Indy Hematology Education, Inc.

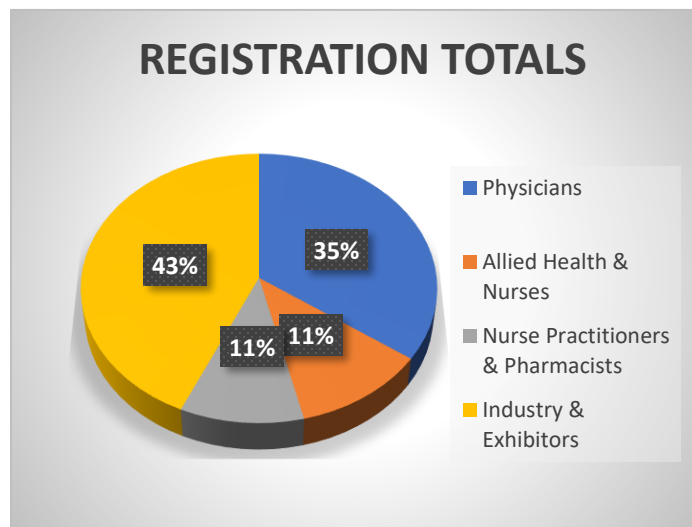
Indy Hematology Education, Inc. (IHE) is a nonprofit organization dedicated to hematology education. We have hosted and sponsored the Annual Indy Hematology Review™ (IHR) symposium since 2003. In our 18th year, many opportunities to partner are available. The renowned expert faculty includes global thought leaders in the field of hematology. Attendance is expected to climb upwards of 400 regional and national physicians, allied health, nurses, and pharmacists, due to Hybrid Event.

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. To this end, IHE invites organizations without commercial interest to provide sponsorship for the 18th 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.

WHO ATTENDS?

The 2020 audience for the Indy Hematology Review™ was comprised of the following professionals:

ATTENDEE TYPE	2020
Physicians	143
Allied Health & Nurses	47
Nurse Practitioners &	43
Industry & Exhibitors	178
TOTAL REGISTRATIONS	411



COMMERCIAL SUPPORT OPPORTUNITIES – HYBRID EVENT

DIAMOND LEVEL

Cost: \$30,000

- Verbal recognition during the general sessions and throughout the day
- On-screen recognition during the opening of the symposium and throughout the day
- Right to first refusal on the sponsorship opportunity for 2022
- Full-page 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
- One (1) exhibit space with skirted table and 2 chairs
- Complimentary listing on the virtual platform with Logo and company description and contact information

PLATINUM LEVEL

Cost: \$20,000

- Verbal recognition during the general sessions and throughout the day
- On-screen recognition during the opening of the symposium and 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
- One (1) exhibit space with skirted table and 2 chairs
- Complimentary listing on the virtual platform with Logo and company description and contact information

GOLD LEVEL

Cost: \$15,000

- Verbal recognition during the general sessions and throughout the day
- On-screen recognition during the opening of the symposium and throughout the day
- 50-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
- One (1) exhibit space with skirted table and 2 chairs
- Complimentary listing on the virtual platform with Logo and company description and contact information

SILVER LEVEL

Cost: \$12,000

- Verbal recognition during the general sessions and in the afternoon
- On-screen recognition during the opening of the symposium and in the afternoon
- 30-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
- One (1) exhibit space with skirted table and 2 chairs
- Complimentary listing on the virtual platform with Logo and company description and contact information

BRONZE LEVEL

Cost: \$6,000

- Verbal recognition during the opening general session
- On-screen recognition during the opening general session and company name in Symposium program
- Name on Supporter web page and logo in the on-site and Non-CME programs
- One (1) exhibit space with skirted table and 2 chairs
- Complimentary listing on the virtual platform with Logo and company description and contact information

Bronze Options

Room keys (Sponsor to pay hotel charges and key card cost) **(1 available)**

- As many as 150 rooms have been reserved in the past years. Customize the keycard used by the attendees staying in the hotel
- Verbal recognition during the opening general session
- On-screen recognition during the opening general session
- Name on Supporter web page and logo in the on-site and Non-CME programs
- One (1) exhibit space with skirted table and 2 chairs
- Complimentary listing on the virtual platform with Logo and company description and contact information

Room Drops (Sponsor to pay hotel charges)

- Assure your information is in the hands of those staying at the hotel. Determine the way you want your information to be delivered
- Verbal recognition during the opening general session
- On-screen recognition during the opening general session
- Name on Supporter web page and logo in the on-site and Non-CME programs
- One (1) exhibit space with skirted table and 2 chairs
- Complimentary listing on the virtual platform with Logo and company description and contact information

BREAKFAST PRODUCT THEATER **SOLD OUT**

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

- Give a 45-minute marketing presentation about your company's products or services
- Greet attendees as they enter the breakfast room
- Distribute your branded items to attendees
- Verbal recognition during the opening general session
- On-screen recognition during the opening general session and company name in Symposium program
- Pre-attendee mailing list for promotion of the event
- One (1) exhibit space with skirted table and 2 chairs in a Preferred location
- Complimentary listing on the virtual platform with Logo and company description and contact information

LUNCHEON PRODUCT THEATER **SOLD OUT**

Cost: \$15,000 (*cost of food and beverage, AV, not included*)

- Give 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 during the opening general session and company name in Symposium program
- Pre-attendee mailing list for promotion of the event
- One (1) exhibit space with skirted table and 2 chairs in a Preferred location
- Complimentary listing on the virtual platform with Logo and company description and contact information

DINNER PRODUCT THEATER SOLD OUT

Cost: \$9,000 (*cost of food and beverage, AV, not included*)

Scheduled on Friday, August 20, 2021, starting at 6:00pm

- Give a 45-minute marketing presentation about your company's products or services
- Greet attendees as they enter the dinner room
- Distribute your branded items to attendees
- Verbal recognition during the opening general session
- On-screen recognition during the opening general session and company name in Symposium program
- Pre-attendee mailing list for promotion of the event
- One (1) exhibit space with skirted table and 2 chairs in a Preferred location
- Complimentary listing on the virtual platform with Logo and company description and contact information

PHYSICIAN LOUNGE – SOLD OUT

Cost: \$10,000 (*food and beverage included*)

- The mid-morning refreshment break
- Refreshments served in a designated area within the exhibit room
- Provide an expert to answer attendee questions about your product
- Distribute your branded items to attendees
- Verbal recognition during the opening general session
- On-screen recognition during the opening general session and company name in Symposium program
- Post-attendee mailing list
- One (1) exhibit space with skirted table and 2 chairs next to the Physician Lounge
- Complimentary listing on the virtual platform with Logo and company description and contact information

ADVISORY BOARD DINNER SOLD OUT

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

Scheduled on Friday, August 20, 2021, at 6:00pm

- 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
- Discover solutions that work best for your company
- Have your team present to listen and learn
- 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 during the opening general session
- Post-attendee mailing list
- Complimentary listing on the virtual platform with Logo and company description and contact information
- One (1) exhibit space with 6' skirted table and 2 chairs

ADVERTISE IN THE ON-SITE PROGRAM

Advertisement

All Ads will be printed in full Color

	Size	Rate
Inside Front Cover	4" w x 9" h	\$1,500 SOLD OUT
Inside Back Cover	4" w x 9" h	\$1,500 SOLD OUT
Full Page	3 ½" w x 8 ½" h	\$500
2/3 Page	3 ½" w x 5 ¾" h	\$350
1/2 Page	3 ½" W x 4 ¼" h	\$300
1/3 Page	3 ½" w x 2 ¾" h	\$250

Ad Specs

Ad is required by July 8, 2021. 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 **July 8, 2021**.

ACCME Standards for Integrity and Independence in Accredited Continuing Education

As the stewards of the learning environment for healthcare professionals, the accredited continuing education community plays a critical role in navigating the complex interface between industry and the health professions. Organizations accredited to provide continuing education, known as accredited providers, are responsible for ensuring that healthcare professionals have access to learning and skill development activities that are trustworthy and are based on best practices and high-quality evidence. These activities must serve the needs of patients and not the interests of industry.

This independence is the cornerstone of accredited continuing education. Accredited continuing education must provide healthcare professionals, as individuals and teams, with a protected space to learn, teach, and engage in scientific discourse free from influence from organizations that may have an incentive to insert commercial bias into education.

The Accreditation Council for Continuing Medical Education (ACCME®) acts as the steward of the Standards for Integrity and Independence in Accredited Continuing Education, which have been drafted to be applicable to accredited continuing education across the health professions. The Standards are designed to:

- Ensure that accredited continuing education serves the needs of patients and the public.
- Present learners with only accurate, balanced, scientifically justified recommendations.
- Assure healthcare professionals and teams that they can trust accredited continuing education to help them deliver safe, effective, cost-effective, compassionate care that is based on best practice and evidence.
- Create a clear, unbridgeable separation between accredited continuing education and marketing and sales.

Full description of the updated standards can be found at

https://accme.org/sites/default/files/2020-12/884_20201210_New%20Standards%20Standalone%20Package.pdf

DEFINITION OF COMMERCIAL INTEREST BY ACCME

A *commercial interest* is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests - unless the provider of clinical service is owned, or controlled by, an ACCME-defined commercial interest. A commercial interest is not eligible for ACCME accreditation. Commercial interests cannot be accredited providers and cannot be joint providers. Within the context of this definition and limitation, the ACCME considers the following types of organizations to be eligible for accreditation and free to control the content of CME:

- 501-C Non-profit organizations (Note, ACCME screens 501c organizations for eligibility. Those that advocate for commercial interests as a 501c organization are not eligible for accreditation in the ACCME system. They cannot serve in the role of joint provider, but they can be a commercial supporter.)
- Government organizations
- Non-health care related companies
- Liability insurance providers
- Health insurance providers
- Group medical practices
- For-profit hospitals
- For profit rehabilitation centers
- For-profit nursing homes
- Blood Banks
- Diagnostic laboratories



18th Annual Indy Hematology Review™

August 21, 2021 (Hybrid Event)

SUPPORT AGREEMENT

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

PLEASE PRINT

CONTACT NAME

 TITLE

 COMPANY

 ADDRESS

 CITY STATE ZIP CODE

 PHONE EXT FAX

 EMAIL

 WEBSITE

SUPPORTER OPPORTUNITIES

- Diamond \$30,000
- Platinum \$20,000
- Gold \$15,000
- Silver \$12,000
- Bronze \$6,000
- Breakfast Product Theater \$10,000
- Luncheon Product Theater \$15,000
- Dinner Product Theater \$9,000
- Physician Lounge \$10,000
- Advisory Board Dinner \$8,000
- Town Hall \$12,000

ON-SITE PROGRAM ADVERTISING

- Inside Front Cover \$1,500
- Inside Back Cover \$1,500
- Full Page \$500
- 2/3 Page \$350
- 1/2 Page \$300
- 1/3 Page \$250

For the latest information visit:
www.indyhematologyreview.com

Questions: Call 317-841-7171 or email
Indyhr@conventionmanagers.com

PAYMENT

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 sponsor at the 18th 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 Exhibitor 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 Exhibitor Agreement, submitted by hard copy that has been approved by IHE, may exhibit. The name of the company or organization that appears on the Exhibitor 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 to each exhibitor. The fee to exhibit does not include registration (an additional \$395.00 per representative), electricity, audio visual equipment and shipping, if applicable. Up to two complimentary registrations are offered if a "Supporter Opportunity" is purchased.

Exhibit Installation and Dismantle

Installation may begin on Friday, August 20, 2021 at 8:00 pm and again on Saturday, August 21, 2021 at 6:00 am – 6:45 am. The Exhibit area will be open at 7:00 am.

Dismantle may begin after the 4:25 pm break on Saturday, August 21, 2021.

Early Dismantling

Early dismantling is expressly prohibited. Exhibits officially close on Saturday, August 21, 2021 immediately following the 4:25 pm break. All booths must be staffed until 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, August 21, 2021, at 7:00 a.m. 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 July 21, 2021.

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 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 be fireproof. All electrical equipment, including signs and lights, shall be in good condition and able to pass inspection of 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 February 1, 2021, 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 February 1, 2021, no refund will be given.

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 with 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 June 1, 2021 to Indyhr@conventionmanagers.com

- Title of presentation
- Internal speakers' names and titles
- Two bullet points that provide a description of the Product Theater topic

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 18th 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 February 1, 2021 - 50% refund
- received after February 1, 2021 - no refund

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