



2024 INDUSTRY PROSPECTUS

Exhibitor and Sponsor Opportunities in partnership with AVAHO

NEW AND RETURNING OPPORTUNITIES INCLUDING:

Annual Meeting
Regional Meetings
Industry Relations Council

Educational Initiatives
Sponsorship Opportunities
...and more

For more information please contact
JoAnn@avaho.org

About AVAHO

The Association of VA Hematology/Oncology (AVAHO) is a 501(c)3 nonprofit organization dedicated to supporting hematology and oncology professionals who care for our nation's Veterans.

AVAHO exists to increase the skills and abilities of veteran-centered cancer care professionals across all disciplines so they can provide the best possible care for our veterans.

Our current membership of over 1,300 professionals is comprised of medical oncologists and hematologists, surgical oncologists, radiation oncologists, pharmacists, nurses, nurse practitioners, advance practice professionals, registered nurses, physician assistants, social workers, Cancer Registrars/Data Analysts, dietitians, and other allied health professionals.

Why Partner with AVAHO?

AVAHO's members represent a significant portion of the professionals within VA oncology and hematology. Sponsorship increases your visibility, relationships and competitive edge with these professionals.

Your sponsorship, exhibition, and partnership with AVAHO provides important educational opportunities and resources to the professionals who care for Veterans with cancer and hematological disorders. You help them discover best practices, develop treatment protocols, and work with community providers and companies to provide the best treatment plan for patients.

In addition to professional development opportunities for VA and community-based healthcare professionals, your partnership is key in helping AVAHO advocate for the best resources and opportunities for VA employees and their patients, and helps build our nonprofit Foundation to identify and utilize the best research and treatment options for veterans.



SEPTEMBER 20-22, 2024 | Atlanta

ANNUAL MEETING

SPONSOR LEVELS

Platinum Plus: (\$100,000)
10x20 display plus+

Platinum: (\$75,000)
10x20 display

Gold: (\$50,000)
10x15 display

Silver: (\$25,000)
10x10 booth

Bronze: (\$10,000)
6-foot table

Additional opportunities and
upgrades available

Please note: The number of industry
badges varies by sponsor package.

600+ attendees

99% VA healthcare professionals
100% caring for veterans with cancer



Sponsor Benefits

- Sponsorship of the 2024 Welcome Reception (3 available; Platinum and Platinum Plus)
- Technology Sponsor (1 available; Gold and above)
- Lanyard Sponsor (1 available; Gold and above)
- Poster Session Kiosk Sponsor (4 available; gold-Platinum Plus)
- Registration bag insert (Platinum and Platinum Plus)
- Recognition ad in conference program (Platinum and Platinum Plus)
- Logo placement on large banners in general meeting areas (all Gold - Platinum Plus sponsors)
- Logo by level on signage in registration area (all Silver and above sponsors; name listing of Bronze)
- Logo on meeting app - all sponsors (priority placement for Gold and above)
- Recognition in conference program
- Online company profile on AVAHO app for 6 months following conference
- Logo display on slide show in all meeting rooms
- Complimentary registration with badges (varying number per company)
- Sponsor designation on conference badges
- One complimentary mention in a daily update to members during the week of the meeting (Silver and above)

Add-On Sponsor Opportunities

These benefits are first-come-first-serve.

- Registration Bags: company or product logo on conference bags; limit 2 companies \$7,500
- Bag inserts: \$3,000 per piece
- AVAHO Online only sponsorship: \$2,500
- Charging Stations: limit 2 companies \$3,500
- Additional 6-foot table: \$10,000 (must register 2nd table individually)
- T-shirt sponsor: Run/Walk or similar activity \$5,000
- Sponsorship of professional headshots for attendees: \$6,000
- Product Theaters: \$25,000-\$50,000
AVAHO will be considering a limited number of product theaters in 2024. Please email JoAnn@avaho.org for more information.

REGIONAL

Meetings

[Click here for up-to-date regional meeting information](#)

EXPECTED ATTENDANCE: 100-150 VA HEALTHCARE PROVIDERS
TARGETED TOPICS OF INTEREST



Genomics
March 9, 2024
Raleigh/Durham



Head & Neck Cancer
May 4, 2024
Seattle

Note: A third regional meeting may be held in 2024 in June/July in partnership with another organization. More information is forthcoming. Sponsorship costs and benefits will remain the same for the third meeting.

AVAILABLE SPONSORSHIPS

Booth Sponsor: \$3,000

This sponsorship provides a 6-ft table and 2 chairs for your representatives. Electricity available upon request. Booths are limited to 15 to allow maximum interaction with attendees. Booth sponsors are provided two (2) complimentary tickets to the event. Sponsors are welcome to bring promotional materials to distribute to attendees.

Lunch Sponsor: \$15,000

This sponsorship is an opportunity for a presentation during the lunch event at each regional meeting. The topic should be complementary to the theme of the regional meeting.

For more information please contact JoAnn@avaho.org.

2024

ADDITIONAL OPPORTUNITIES

DIGITAL MARKETING

[Click here to apply for opportunities](#)

E-Blasts | \$7,500

AVAHO will distribute two promotional emails monthly to members (24 emails annually). These are on a first-come, first-serve basis, and each company is limited to one email annually. These come from AVAHO on behalf of the sponsor, and sponsor provides copy/links.

Banner Ads | \$10,000

Rotational banner ads (2 slots, 4 rotating ads each slot) are available on the AVAHO website in six-month increments (January - June and July - December)

INFORMATION FROM INDUSTRY

Clinician Education or Patient Education Materials | \$50 per resource

Hosting non-branded, downloadable educational materials on the AVAHO Learning Center. All materials are developed by industry and provided to AVAHO in a PDF format. Materials will be included in the educational resources directory alphabetically by cancer type. There is no limit to the number of materials that can be included.

Product-specific Information (branded) | \$500 per resource

Hosting branded content that is developed, reviewed and approved by pharma. (Examples include: product brochure, white paper, product updates, product announcements, etc.) Materials must be submitted in a downloadable PDF format and will be included in the product resources directory alphabetically by product name. There is no limit to the number of materials that can be included.

Product Theaters | \$15,000

All content is developed, reviewed and approved by pharma. AVAHO will promote and host the product video within the product section of the Learning Center; the video will be included in the product resources directory alphabetically by product name.

Non-branded Disease State Presentation | \$7,500

All content is developed, reviewed and approved by pharma. AVAHO will promote and host the disease state educational video within the education section of the Learning Center; the video will be included in the resources directory alphabetically by cancer type.

EDUCATIONAL OPPORTUNITIES

Short Videos | \$5,000 - \$15,000

Based on a specific topic of interest to AVAHO members, industry partners may sponsor short videos (5,10 or 15 minutes) of interest to members and other healthcare providers. Topics may come from AVAHO or industry. These may be highlights of events, commentary on disease state, veteran health needs, or other topic of interest. AVAHO designs the content for these videos. These on-demand videos will be promoted by AVAHO and will live in the Learning Center.

Roundtable Discussions (non-CE) | \$25,000

Based on a specific topic of interest to AVAHO members, industry partners may sponsor a 30- to 60-minute, non-CE Roundtable with VA and community experts on veteran cancer care. Topics may come from AVAHO or industry. AVAHO designs the content for these Roundtable videos. The Roundtables will be promoted by AVAHO and will live in the Learning Center.

IMPORTANT INFORMATION and HOW TO SECURE YOUR OPPORTUNITY

- The modest costs for these programs will cover the digital editor, posting, hosting, maintenance and development fees for each program. Industry will be billed upon the launch of the program. Payment requested within 30 days.
- Notifications for these programs will also be sent from the AVAHO app with a link to the program on line. (Exception: E-blasts notifications will be included on the app but will not be posted on line.)
- IRC members will receive first opportunity to sponsor AVAHO offerings. If not secured within 10 days, AVAHO will open up the opportunity to non-IRC companies.
- These opportunities are limited based on current bandwidth.

To Secure your opportunity:

Complete the Industry Program Application form located on the AVAHO.org site under Industry Partners.

AVAHO

INDUSTRY RELATIONS COUNCIL

The Industry Relations Council is an advisory council representing a variety of corporations and nonprofits whose products and services benefit veterans with cancer and hematological disorders.

Membership is by application and open to those who wish to participate in shaping AVAHO priorities and building ethical, meaningful relationships between industry representatives and medical professionals working with veterans.

Industry Relations Council: \$3,000 annually per person

IRC member benefits:

- Priority notification of meeting, event, sponsorship, and product theater opportunities.
- Attendance (in person or virtual) at scheduled IRC meetings with AVAHO leadership.
- Badge recognition at the annual meeting.
- Priority notification of research and clinical trial sponsorship opportunities offered through the newly formed AVAHO Foundation.
- Inclusion in a new Industry Directory (early 2024) on AVAHO's website intended for providers to have up-to-date contact information for industry representatives and medical science liaisons (MSLs).
- Membership* is granted to an individual at a company. A company may have more than one IRC member as long as the additional registration is completed. (If an individual moves to a different company, the membership may be reassigned to a replacement with written notice and AVAHO approval.)
- Attendance at in-person meetings is limited to two IRC members per company.
- Membership is annual (beginning/renewing each September). Dues for the 2023-2024 calendar year are \$3,000 per individual IRC member. In order to maximize benefit, individuals who join or renew early (June 1 - August 31) will be members until August 31st of the following year.

*Membership is annual and dues may increase with notice.

Register at:

<https://members.avaho.org/ap/Membership/Application/DLb3Wkr7>

AVAHO Foundation

AVAHO launched the AVAHO Foundation in 2023 with seed money from AVAHO.



The Foundation is dedicated to 3 funding initiatives:

1. Providing professional development scholarships for VA employees who work with veterans with cancer to attend conferences or obtain certifications not supported by VA funds.
2. To support research efforts by AVAHO members (in the VA or in community care) which support improved treatment of cancer and hematological disorders in veterans.
3. Special projects to bridge funding and access gaps that currently make treatment difficult or impossible for veterans (i.e., transportation funds for veterans to attend appointments).

The Foundation is now accepting donations from corporations, nonprofit organizations, and individuals.

AVAHO Advocacy Efforts

As part of its 2026 Strategic Plan, AVAHO launched its Advocacy efforts.



In its early stages, the newly formed Advocacy Committee is exploring partnerships with nonprofits, VA organizations, and corporations whose advocacy interests support VA employees, DoD employees, and/or veterans' healthcare. In 2023 the Advocacy Committee forged new partnerships with 4 organizations, signing on to legislative actions and attending advocacy meetings with congressional members in D.C.

An advocacy platform will be launched in 2024 that will encourage AVAHO members to engage with their local and national elected officials on behalf of VA or DoD employees and veterans.