

INDUSTRY 2027 PROSPECTUS

Exhibitor and sponsor opportunities
in partnership with AVAHO

New and returning opportunities:

Annual Meeting / Regional Meetings / Educational Initiatives

Industry Relations Council / Sponsorship Opportunities / and more

This document is subject to change.

For the most up-to-date information, visit avaho.org

Contact JoAnn@avaho.org for more information



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 was established in 2005 and has been serving its membership for over 20 years.

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.

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 us discover best practices, develop treatment protocols, advocate for VA professionals, and work with community providers to develop the best treatment plan for patients.

A photograph of a man in a military camouflage uniform carrying a young child on his shoulders. The child is holding a large American flag that is waving in the air. They are standing in a field of tall grass at sunset or sunrise, with a warm, golden light in the background.

*Dedicated to those who ensure the health
and wellbeing of our veterans.*

AVAHO IS A 501(C)3 NONPROFIT ORGANIZATION, IRS NUMBER 20-3012788.

AVAHO MEMBERS

- Medical Oncologists and Hematologists
- Surgical Oncologists
- Radiation Oncologists
- Pharmacists
- Nurses & Advanced Practice Registered Nurses
- Physician Assistants
- Social Workers
- Psychologists
- Cancer Data Analysts
- Community & allied health professionals
- Veterans
- VA leadership
- Partnering non-profit organizations

2027 ORGANIZATIONAL GOALS

2027 marks AVAHO's next strategic planning period, planning for 2027-2030. From July-December 2026 the Board of Directors and staff, with input from members and partners, will conduct its strategic planning process.

In addition to AVAHO's current expanding portfolio of educational and networking opportunities for members, anticipated new goals include:

- Expansion of membership, particularly in the disciplines of Medical Oncologists, Radiation Oncologists, community healthcare professionals, Pharmacists, and veteran representatives
- Expansion of educational training opportunities to include a portfolio of virtual, CE-accredited training focused on the unique qualities of veteran healthcare
- Significant increase in online communications including member app, social media campaigns, podcasts, video series, and more geared to (1) better connect members and (2) increase awareness of veteran health issues and VA healthcare successes

NEW AT AVAHO



LEARN MORE

Dive into the minds of medical professionals sharing their valuable knowledge, touching stories, and expertise with veteran patients and studies pushing the boundaries on veteran care.

Join AVAHO President Dr. Nick Burwick and Executive Director Julie Lawson as they invite guests to share their unique perspectives on timely topics relevant to AVAHO membership. This is education done with care.

SOCIAL MEDIA

AVAHO is focusing resources on our social media platforms to reach our members and the public with:

- Member events
- Educational opportunities
- Veteran success stories
- Calls to action
- Timely information on cancer care and research
- Information regarding VA resources



@avahocares



@avaho.cares



facebook.com/avaho.org

Follow Us!

NOW STREAMING

AVAHO now live streams its regional meetings! Members who do not live in reasonable proximity to a regional meeting can now watch online. At each regional meeting our staff will walk through the industry area to highlight our partners' brands

MORE VIRTUAL and MOBILE ENGAGEMENT

AVAHO is improving its impact by featuring topics and experts that matter to members. You will notice several new webinars, video series, and virtual events that highlight topics and discussions that matter to healthcare professionals. **NEW IN FALL 2026:** our new membership app, based on the Clowder platform, that allows members to communicate on a mobile platform.

NEW CME PROGRAM OFFERINGS

AVAHO has partnered with Plexus and MedLearning to offer monthly one-hour CE programs. These sessions are held on the third Tuesday of the month with Plexus and the first Thursday of the month with MedLearning.

These programs have been well attended and highly appreciated.

Regional Meetings

The topic for the first 2027 regional meeting is

“Clinical Trials”

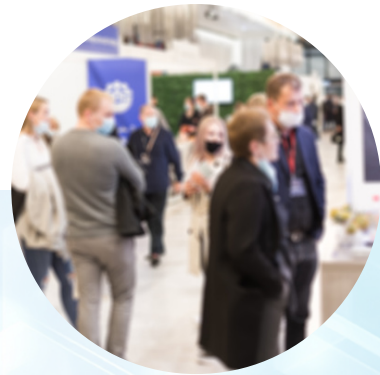
The meeting will be planned for spring 2027. The location and dates are TBD.

AVAVO is still in the process of determining whether there will be a second meeting in 2027. This is, in part, reliant upon the Strategic Planning process. We expect to share additional information sometime in November, 2026. Thank you for your patience.

For planning purposes, please use this sponsorship information for a minimum of one (1) regional meeting in 2027:

Booth Sponsor: \$3,000

This sponsorship provides a 6-ft table and 2 chairs for your representatives. Booth sponsors are provided two (2) complimentary tickets to the event. Sponsors are welcome to bring promotional materials to distribute to attendees.



“While I love the Annual Meeting, I always look forward to the regional meetings for a more intimate networking experience. It’s a great way to have one-on-one time with experts....” - AVAHO Board Member

“The regional meeting was a great way to be introduced to AVAHO! I didn’t know about the organization until I was invited to the regional. Now I look forward to being an active member.” - AVAHO new member, Detroit Regional (2025)

“I had the opportunity to meet individually with clinicians that I sometimes miss at other meetings...the regional meeting was great!” - Industry Representative

ANNUAL MEETING

AVAHO 2027: *Miami!*



800+ attendees

AVAHO members
and industry partners

November 5-7

JW Marriott Turnberry, Miami

The **AVAHO Annual Meeting** is an opportunity for VA oncological and hematological professionals and community partners providing cancer care for veterans to network, learn, and develop best practices for veteran health. Sponsorship at this meeting increases your visibility and relationships with medical professionals.

Your sponsorship ensures the professionals who provide ongoing care to veterans with cancer and hematological disorders have the best information, professional networks, and clinical knowledge to provide the highest quality of care and treatment to veterans.

NON-CE Industry Presentations

AVAHO will offer mid-day presentation slots for Non-CE symposium at the annual meeting. These may be disease state or product-specific. The expected audience for each presentation is approximately 200-300 people. Interested companies must complete an application for review and approval. Applications will be evaluated by the education and program committee based on the following criteria:

- The proposed topic is particularly relevant to the veteran population/VHA
- The program description adequately describes the content to be presented
- The learning objectives are clear, objective, and well-developed
- The program is relevant for a significant portion of AVAHO multi-specialty members

Applications available December 2026 and due end of January 2027
Selected companies will be notified in early March.
The fee for the presentation slot is \$60,000.

Annual Meeting Sponsor Opportunities

PLEASE USE THE FOLLOWING INFORMATION FOR 2027 PLANNING PURPOSES.

AVAHO will continue to update the sponsorship opportunities over the next several months. Check the website for the latest updates.

Sponsor Categories

Titanium | \$100,000 10x20 display / 15 badges

Platinum | \$75,000 10x20 display / 10 badges

Gold | \$50,000 10x15 display / 8 badges

Silver | \$25,000 10x10 booth / 4 badges

Bronze | \$10,000 6-foot table / 2 badges

IMPORTANT

Exhibitor Registration opens spring 2027

Exhibits are available on a first-come/ first-serve basis. One person from each company must serve as the AVAHO lead/primary contact and will be responsible for reserving exhibit space and communicating internally within their organization.

Please note that even if all of your internal paperwork is completed within your company, and even if you have already paid for your exhibit, you must still register with AVAHO to reserve your exhibit sponsorship space as soon as registration opens.

BRONZE LEVEL / \$10,000 & ALL SPONSOR BENEFITS

- 6-foot table, 2 complimentary badges (Bronze Level)
- Recognition in the conference program
- Ticket to Welcome Reception for each registered representative
- Use of and Lead Retrieval Access to AVAHO's Whova Meeting App,
- Online company profile on Whova for 6 months following conference

SILVER LEVEL / \$25,000 & ALL SPONSOR BENEFITS

- 10x10 booth space (including 6-foot table in area space)
- Recognition in the conference program
- 4 complimentary badges
- Tickets to Welcome Reception for each registered representative
- Use of Lead Retrieval Access to AVAHO's Whova Meeting App
- Online company profile on Whova for 6 months following conference
- One complimentary mention in a daily update to members during the week of the meeting
- Logo display on slide show in all meeting rooms
- Logo on registration-area signage

Annual Meeting Sponsor Opportunities

GOLD LEVEL / \$50,000 & ALL SPONSOR BENEFITS

- 10x15 booth space (including 6-foot table in area space)
- Recognition in the conference program
- 8 complimentary badges
- Tickets to Welcome Reception for each registered representative
- Use of Lead Retrieval Access to AVAHO's Whova Meeting App
- Online company profile on Whova for 6 months following conference
- Sponsor logo on meeting app (AVAHO uses Whova app services)
- Sponsor logo by level on large banners (in general meeting areas)
- Hanging banner ad on site with company/brand logo or message

PLATINUM / \$75,000 & ALL SPONSOR BENEFITS

- 10x20 booth space (including 6-foot table in area space)
- 10 complimentary badges
- Tickets to Welcome Reception for each registered representative
- Use of Lead Retrieval Access to AVAHO's Whova Meeting App
- Online company profile on Whova for 6 months following conference
- Recognition ad in conference program (1/4 page)
- Circular cling on windows in registration area/hallway with company or brand logo
- Optional: Logo on event t-shirt (company permitting)
- **Choice of ONE (1)** for Platinum sponsors only:
 - Poster Session Kiosk Sponsor
 - Table tents with inspirational message/ icebreakers
 - Company/product logo printed on napkins at coffee station

TITANIUM / \$100,000 & ALL SPONSOR BENEFITS

- 10x20 booth space (including 6-foot table in area space)
- 15 complimentary badges
- Tickets to Welcome Reception for each registered representative
- Use of Lead Retrieval Access to AVAHO's Whova Meeting App
- Online company profile on Whova for 6 months following conference
- Sponsorship of the 2026 Welcome Reception
- Recognition ad in conference program (1/2 page)
- Tower advertising/column wraps
- **Choice of ONE (1)** for titanium sponsors only:
 - Technology Sponsor - WHOVA app
 - Exclusive Lanyard Sponsor
 - Exclusive WiFi Sponsor
 - Sponsorship of Quiet Room
 - Sponsorship of wellness coaching on site

SPECIAL CONSIDERATIONS

- ONLY Platinum and Titanium sponsors may register for a second table (silver or bronze) for medical affairs.
- There are no substitutions for benefits not utilized.
- Please note that there may be several more updates and sponsorship opportunities coming as we continue to receive more information from our Exhibit Planning Company and the hotel.

Annual Meeting Sponsor Opportunities

CHANGES TO AVAHO 2027 SPONSORSHIP OPPORTUNITIES

As a result of key feedback from our Industry Relations Council Members (IRC), AVAHO has changed many of our sponsorship options and is introducing new sponsorship opportunities to better suit your needs and interests. **We are grateful to our IRC members for their ideas, insights, suggestions and recommendations for new options.**

Survey says...

MEETING PRACTICES

- **97%** of IRC members attend the meals and networking events, compared to 86% of all exhibitors
- **68%** of IRC members report attending more than half of the program sessions with 22% attending a few
- IRC members project that **57%** of exhibitors attend half of the sessions or more with 37% reporting attending just a few
- **94% report having meaningful engagements with AVAHO attendees**
- **37%** of IRC members report being able to see the majority of the practitioners that they came to see with **54%** reporting some
- IRC members project 23% of exhibitors saw most and **63%** report seeing some

SPONSORSHIP OPPORTUNITIES

- When asked if current sponsorship benefits are meeting their needs, **94% of you said yes**. Most prevalent comments included: we want more badges and project theaters
- Sponsorships that companies are not able to take advantage of primarily concern restrictions on the use of a logo on any tactic that may be taken home and used because it is considered a gift (ie logo on T-shirt, registration bags, etc.)
- Companies report enjoying sponsoring creative marketing opportunities, non-CE presentations/product theaters
- For the companies that have not taken advantage of other sponsorship opportunities, the main reasons were limited budget and compliance restrictions.

Key Takeaway...

The best way to “work” the meeting is to be out and about. Don’t just sit at the exhibit table and wait for attendees to come to you... **go to them!** Join us for meals, sessions and networking events.

Annual Meeting Sponsor Opportunities

Add-On Opportunities



These sponsorship opportunities* are **limited and are available on a first-come/first serve basis upon registration**. There is an additional fee to support these tactics regardless of exhibitor status.

- Break Lounge with Re-Charging Stations (\$5,000 per station): AVAHO will secure seating area(s) that highlight your brand name and provide a place to relax while charging a variety of devices.
- Keycards (\$7,500): All AVAHO guests will receive room keys with sponsor's design.
- Headshots Sponsor (\$6,000): Professional headshots for AVAHO annual meeting attendees.
- Photo booth Sponsor (\$3,000)
- Venue-specific sponsor opportunities (unique opportunities based on annual reception and/or venue layout. Will be opened in Spring 2027)
- Attendee room door drop via hotel staff (pursuant to availability at host hotel) (\$7,500)

* Please note that these prices are approximate and may change prior to registration. New opportunities may also be added and will be posted prior to registration.

Discretionary Sponsorships

AVAHO recognizes the importance of the participation of nonprofit patient advocacy and support organizations at our annual meeting. The eligibility for and availability of this exhibit space is at AVAHO's discretion. AVAHO also recognizes the need for diversity in sponsorship. A select number of sponsorships will be reserved to provide start-up, nonprofit, emerging and small companies the opportunity to serve as a sponsor.

Reminder...



AVAHO is a green organization. We will not distribute paper handouts to our members (other than paid door drops), so we encourage you to (1) upload allowable content to the meeting app, (2) have plenty of copies of your handouts available at your booth, and (3) utilize the door drop option for important brochures.

Educational Opportunities

AVAHO finds great benefit to working with our Industry Partners to develop educational programs to benefit members, and to working with Industry to develop a better understanding of the VA landscape, priorities, practices, guidelines and needs/expectations of health care providers and patient/caregivers. We encourage you to explore ideas with us, including the following*:

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

A panel of experts (selected by AVAHO) gathers to discuss specific cancer issues, patient challenges, treatment paradigms, barriers to care, problems and solutions. Practitioners will focus on the unique needs of patients, best practices, and resources available for practitioners and veterans. The 60-minute session will be video-taped, edited and prepared for on-demand viewing with a notation of support from the sponsor. The Roundtables will be promoted by AVAHO and will live in the Learning Center.

Industry/AVAHO Expert Closed Discussions | \$25,000

AVAHO will pull together board representatives and subject matter experts for a closed, private discussion with industry executives on a specific topic. Industry prepares a list of questions and engages the faculty for their viewpoints, experience, observations and recommendations. This discussion is NOT recorded.

***Please note** that we may not be able to accommodate all requests for programs; it will depend on the topic and availability of faculty. Contact JoAnn to discuss: joann@avaho.org



The AVAHO [Industry Directory](#) **provides easy, accessible contact information for our members to reach you about your products.** This is a listing of company websites and primary contact information.

- **NOTE:** [You must complete this application](#) and supply the necessary information to be included in the directory.
- If any of your information changes, please complete a new application and the information will be updated on the site.

It is the responsibility of each company to keep the primary contacts updated with AVAHO. All other information will be linked to the company website and updated by the company in real time.

**JOIN OUR INDUSTRY
DIRECTORY!**

AVAHO IRC



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: \$4,000 annually per person

IRC member benefits:

- Priority notification of meetings, events, sponsorships, and other opportunities.
- Attendance (in person or virtual) at scheduled IRC meetings with AVAHO leadership.
- Complimentary badge with prior registration for the annual and regional meetings.
- Badge recognition at the annual meeting.
- Highlight patient resources, special programs, research findings, and special opportunities at your organization on AVAHO's membership app

MEMBERSHIP INFORMATION:

- Membership is granted to an individual at a company. A company may have up to 3 IRC members if one of the members is a representative from medical affairs. The remaining two members can be any representative of the company.
- All IRC members may attend in person meetings. No substitutes or plus ones.
- Membership is annual (beginning/renewing in January).
- 2027 Membership and membership renewals will begin in 4th quarter, 2026.

Join the IRC today

In Gratitude

The AVAHO Foundation

The AVAHO Foundation is focused on supporting the educational and research staffing needs of AVAHO's members.

The Foundation is dedicated to 3 funding initiatives:

- Providing professional development scholarships for VA employees who work with veterans with cancer to attend conferences or obtain certifications not supported by VA funds;
- 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; and
- 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 accepts donations from corporations, nonprofit organizations, and individuals. Your annual meeting t-shirt purchase supports the Foundation.



Thank you

AVAHO is grateful for the generous support from our industry partners and for all that you do for our veterans.

You are the cornerstone of our ability to establish the best practices that heal and help our nation's most honorable.

