



Updated  
March 11, 2025  
with additional  
conference and  
exhibitor  
information!

AVAHO

ASSOCIATION OF VA HEMATOLOGY/ONCOLOGY

# 2025 INDUSTRY PROSPECTUS

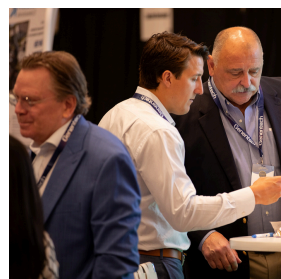
Exhibitor and Sponsor Opportunities in Partnership with AVAHO

**NEW AND RETURNING OPPORTUNITIES INCLUDING:**

Annual Meeting  
Regional Meetings  
Industry Relations Council

Educational Initiatives  
Sponsorship Opportunities  
...and more

Be sure to check out [our website](#) and visit often for the most up-to-date industry information, opportunities, dates and deadlines, and more!



For more information please contact [JoAnn@avaho.org](mailto:JoAnn@avaho.org)

Updated March 11, 2025

# 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 nearly 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.**

Our current membership of over 1,500 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, oncology data specialists, dietitians, and other allied health professionals.

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



## 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.

## 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
- Partnering non-profit organizations

# REGIONAL MEETINGS

Expected attendance: 100 VA healthcare providers, DoD providers, partnering associations and community care practitioners who care for veterans.

## Targeted topics of interest

[Click here for up-to-date regional meeting information](#)  
or visit [avaho.org](http://avaho.org)



### **Myelodysplastic Syndromes**

**March 29, 2025**

Westin Kansas City at  
Crown Center  
Kansas City, MO

Registration opens  
December 3, 2024  
Industry non-CE  
presentation applications  
due January 6, 2025



### **Renal Cell Carcinoma**

**July 19, 2025**

Hyatt Regency Long Beach  
Long Beach, CA

Registration opens  
April 3, 2025  
Industry non-CE presentation  
applications due April 3, 2025



### **Hepatocellular Carcinoma**

**October 2025**

Date & Venue TBD

## AVAILABLE SPONSORSHIPS

### **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.

### **Industry Mid-day Symposium Sponsor: \$15,000**

This sponsorship is an opportunity for a presentation at each regional meeting. The topic should be complementary to the theme of the regional meeting. Companies interested in sponsoring presentations must complete an application for consideration and approval by the AVAHO committee.

For more information please contact [JoAnn@avaho.org](mailto:JoAnn@avaho.org).



Arizona Grand Resort and Spa, Phoenix, AZ

# INNOVATION

## “Veteran Cancer Care in the 2020’s and Beyond”

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.

# 6

### NON-CE Industry Presentations

AVAHO offers six 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 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

All applications are due by February 14, 2025. Applications will be reviewed by the Education/Program committees. Companies will be notified of acceptance late March 2025.

The hosting fee for this opportunity is \$60,000.

The deadline for 2025 application submissions has passed. We are no longer accepting applications for 2025.

## Exhibitor and Industry Badge Changes

We are looking to increase meaningful engagement between our AVAHO member attendees and our industry partners. As a result of input from our membership and industry partners, we are making some changes to the exhibitor packages.



## 2025 Annual Meeting Sponsorship Levels

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

Platinum | \$75,000 10x20 display / 8 badges / Max 10 badges

Gold | \$50,000 10x15 display / 6 badges / Max 8 badges

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

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

- Titanium, Platinum and Gold sponsors will be able to get a limited number of additional badges included within their sponsorship package.
- Silver and Bronze sponsors will not be able to purchase any additional badges.
- AVAHO will be limiting the number of exhibit sponsorships that companies can purchase. Going forward: Only Titanium, Platinum and Gold sponsors may purchase one additional bronze booth for medical affairs only. Silver and Bronze sponsors may not purchase a second bronze booth.
- Companies will no longer be able to consolidate sponsorships for upgraded status.

## Online Exhibitor Space Registration begins on March 17, 2025. Please check the website for the registration link.

**Exhibit space and additional sponsorships are available first-come/first-serve.**

**The AVAHO Annual Meeting** features a multidisciplinary program of plenary sessions, breakout sessions, special interest group meetings, and networking opportunities meant to encourage learning and connection between colleagues and between members and industry representatives. Unless otherwise noted, industry representatives are welcome to attend conference sessions and networking events.

**The Exhibitor Hall** is open Friday, September 12 - Saturday, September 13. There is a possibility of a Sunday morning exhibit schedule-- TBD based on final program. Please visit [www.avaho.org](http://www.avaho.org) for up-to-date information as it becomes available.

### 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, emerging and small companies the opportunity to serve as a sponsor.



ASSOCIATION OF VA HEMATOLOGY/ONCOLOGY

## 2025 Annual Meeting—Exhibitor Registration begins March 17, 2025

- The LOR for the annual meeting is now [available here](#).
- Exhibits are available on a first-come/ first-serve basis.
- Even if all of your internal paperwork is completed within your company, you must still register with AVAHO to reserve your exhibit sponsorship on March 17, 2025.
- IRC members are welcome with [advanced](#) registration.
- You must be an exhibiting company to attend the meeting.
- AVAHO will not be offering individual registrations to industry.
- Industry may not register as an AVAHO member on non-member. These badges are reserved for practicing clinicians that are treating our veterans ONLY.



# ANNUAL MEETING SPONSOR BENEFITS

### All sponsors receive:

- Complimentary badges by sponsorship level with badges (varying number per company)
- Recognition in the conference program (exhibitor list)
- Sponsor designation on conference badge
- Ticket to Welcome Reception for each registered representative
- Inclusion in the Whova Meeting App
- Name display on registration-area signage
- Online company profile on meeting app for 6 months following conference
- Exhibit hall table and chairs

### SILVER sponsors aforementioned benefits and:

- 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

### GOLD sponsors receive aforementioned benefits and:

- Sponsor logo on meeting app (AVAHO uses Whova app services.)
- Sponsor logo by level on large banners (in general meeting areas)
- 1 complimentary registration bag insert

### PLATINUM sponsors receive aforementioned benefits and:

- Exclusive Technology Sponsor - WHOVA app (Titanium or Platinum only; 1 available)
- Exclusive Lanyard Sponsor (Titanium or Platinum only; 1 available)
- Exclusive WiFi Sponsor (Titanium or Platinum only; 1 available)
- Poster Session Kiosk Sponsor (Titanium or Platinum only; 4 available)
- 2 complimentary registration bag inserts (total)
- Recognition ad in conference program (1/4 page)
- Kickboxing event sponsorship (logo on event t-shirt). Benefits a designated veteran charity.

## TITANIUM sponsors receive aforementioned benefits and:

- Sponsorship of the 2025 Welcome Reception
- Recognition ad in conference program (1/2 page)
- 3 complimentary registration bag inserts (total)
- Exclusive benefits based on availability (ie. private hospitality room)



## 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.

- **Registration Bag Sponsorship** (\$7,500/ limit 2-3 companies): The sponsor's company logo will be printed on high quality attendee bags.
- **Registration Bag Inserts** (\$3,000 per piece/ limit 2 per company): Exhibitors may provide literature to be included in each attendee registration bag. Materials maximum of four pages and/or 4-oz insert; premium charges may apply if exceeded.
- **Charging Stations** (\$5,000 per station/ limit 2 companies): AVAHO will secure seating area(s) that highlight your brand name and provide a place to charge a variety of devices.
- **Keycards** (\$7,500/ limit 1 company): All AVAHO guests will receive room keys with sponsor's design.
- **Headshots Sponsor** (\$6,000/ limit 1 company): Professional headshots for AVAHO annual meeting attendees.
- **Exclusive Golf Cart Sponsor** (\$7,500/ limit 1 company) Your logo on carts.
- **Photo booth Sponsor** (\$3,000/ limit 1 company)
- **Cooling Towel Sponsor** (\$3,000/ limit 1 company)
- **Premium Water Bottle Sponsor** (\$3,000/ limit 2 companies)
- **T-shirt sponsor** (\$2,000/ no limit): Your company logo on the official 2025 conference t-shirt.

## Please check the website for the exhibitor registration link.

Access the Industry Directory here: <https://www.avaho.org/industry/directory/>



AVAHO has launched an **Industry Directory** on the AVAHO site.

- This is a listing of company websites and primary contact information. The goal of the directory is to provide easy, accessible contact information for our members to reach you about your products.
- **You must complete this application** and supply the necessary information to be included in the directory.

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.

# EDUCATIONAL OPPORTUNITIES

AVAHO is open to working with 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.

## **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 the faculty for their viewpoints, experience, observations and recommendations.



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. These opportunities are limited based on current bandwidth and technological capabilities.

For more information contact [JoAnn@avaho.org](mailto:JoAnn@avaho.org)

***AVAHO has a new address!***

**6817 208th Street SW #90**

**Lynnwood, WA 98046**

**[Access the 2025 w9 here](#)**



# 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: **\$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.
- Priority notification of research and clinical trial sponsorship opportunities offered through the newly formed AVAHO Foundation.
- Inclusion in a new Industry Directory (Summer 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 IRC meetings is limited to two IRC members per company. No substitutes or plus ones.
- Membership is annual (beginning/renewing in January).
- Dues for the 2025 calendar year are \$4,000 per individual IRC member.

Join the IRC



# CME PARTNERSHIP EVENTS AND OPPORTUNITIES

AVAHO exists to increase the skills and abilities of veteran-centered cancer care professionals across all disciplines so they can provide the best care to veterans. AVAHO is happy to partner with and collaborate on CE- Activities with 3rd party Accredited Medical Communications Companies and we strive to develop the best possible programs for our diverse membership. AVAHO is deeply respectful of the grant process and invested in ensuring that the topics and types of programs offered are relevant and of great value to our membership.

The types of activities that align with AVAHO interests include



- live meetings (in person or virtual- - i.e. grand rounds and symposia)
- on-demand videos
- podcasts
- gamification
- certification courses
- print supplements/publications

*AVAHO offers a limited number of satellite symposia opportunities at the annual meeting. Make sure to check first with AVAHO on topics and availability.*

To ensure that the activities align with our educational needs and gaps, AVAHO has developed the following collaborative process with CE partners:

- The CE partner should contact AVAHO staff before preparing any grants to ensure that AVAHO is interested in collaborating on the topic and type of activity, that the information is relevant to as many AVAHO members/specialties as possible, that multiple types of accreditation will be provided (ie. Physician, pharmacy, nursing, etc...) Consideration is given to veteran-centric topics.
- CE partners must complete a brief application for the Education Committee to review and provide the needs assessment, learning objectives and type of activities.
- The AVAHO Education Committee must approve the topic, faculty, and all tactics prior to submissions to ensure alignment with the full program.
- CE partners should not contact AVAHO members/experts directly regarding grant requests; individual members cannot approve on behalf of AVAHO.
- AVAHO will provide a letter of partnership if a grant is acceptable that will be supplied to pharma. AVAHO is under no obligation to collaborate with any Medical Communication company if AVAHO does not review and approve of the activity.
- AVAHO has a standardized royalty schedule for CE activities based on type of activity and length of program that should be included within the grant submission.

***Each CE Partner must complete an AVAHO Partnership Agreement prior to submitting an application. No approvals will be provided without a Partnership Agreement in place.***

*For more information contact JoAnn@avaho.org*

# 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 explored partnerships with nonprofits, VA organizations, and corporations whose advocacy interests support VA employees, DoD employees, and/or veterans' healthcare. We 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 2025 that will encourage AVAHO members to engage with their local and national elected officials on behalf of VA or DoD employees and veterans.

### **Get Involved!**

AVAHO is looking to learn what your company is advocating for and is available to help develop platforms, speak on your behalf, and participate (as able per federal employee guidelines) in advocacy activities. Please contact Julie Lawson to discuss further at [julie@avaho.org](mailto:julie@avaho.org).

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