



PrimO

Practical Recommendations in
Immuno & Molecular Oncology

FEBRUARY 10-12, 2021
A Virtual Event

Promotional Sponsorship Opportunities

February 10-12, 2021

A Virtual Event

The Annual Practical Recommendations in Immuno and Molecular Oncology (PRIMO) Meeting is designed to summarize key developments in cancer care over the past 12 months and features anticipated advances that HCPs will likely see in the upcoming year.

As a PRIMO sponsor, you will support learning and development for oncology practitioners and help them understand how and when to integrate immuno and molecular therapies into their practice.

Why Support PRIMO?

- Access to top US-based practicing clinicians—the decision-makers and prescribers on the front-lines of patient care
- The chance to exhibit your commitment to immuno and molecular oncology
- Deliver brand messages to a highly select audience
- Educate customers in an intimate setting to ensure proper guidance on appropriate patient selection and brand utilization
- Engage clinical experts and highly engaged participants seeking new products and services to integrate into practice
- Unparalleled opportunities to interact with world-renowned faculty

Elite \$15,000

One-hour Virtual Product Theater

Use this unique opportunity to connect with PRIMO attendees and showcase your company

Product Theater Informational flyer included on PRIMO website and sent in an eBlast to all attendees

Create a one-page PDF flyer to be included on the PRIMO website and sent via email to all attendees.

Premium Virtual Exhibit Space

The PRIMO 2021 Virtual Exhibit Hall is analogous to the exhibit tables from past conferences. The virtual exhibit space is where attendees can view a video supplied by your company to share information about your products and services, showcase your latest innovations, and connect with research collaborators and potential customers. As an Elite sponsor you can choose your favorite position on the virtual exhibit floorplan (based on availability – see virtual floorplan). Our Virtual Exhibit Hall will be open pre- and post-event to allow our confirmed registrants time to visit your virtual exhibit space.

One post-conference email to all attendees

PRIMO will send an email to attendees approximately 1-week post-conference. Sponsor is responsible for email content, PRIMO team will handle creative and distribution.

Post Engagement Suite Package (available first come, first served)

Notepads: Sponsor name on conference writing pads

Conference bags: Sponsor these high-quality bags which will be filled with the post-conference swag sent to all attendees

Submit up to 3 products, collateral, or promotional items for attendee post-engagement suite

Logo pens: Sponsor branding on ballpoint pens to be distributed to all conference attendees.

Limited to US attendees

Access to pre- and post-meeting list

Pre-meeting list will be sent 2 weeks prior. Post-conference list will be sent 1 week after the meeting.

Four [4] complimentary full-conference registrations

Logo recognition and link to homepage from PRIMO site

Exclusive logo recognition on the PRIMO website prior to the meeting as well as link to sponsor's website.

10% off sponsorship opportunity in 2022

PRIMO 2022 will be held on February 9-12, 2022 at the Hilton Waikoloa Village, Waikoloa, Hawaii, 96738, USA

Premier \$10,000

Access to pre-meeting list

List will be sent approximately 2 weeks prior to the conference

Three [3] complimentary full-conference registrations

Virtual Exhibit Space

The PRIMO 2021 Virtual Exhibit Hall is analogous to the exhibit tables from past conferences. The virtual exhibit space is where attendees can view a video supplied by your company to share information about your products and services, showcase your latest innovations, and connect with research collaborators and potential customers. Check out the “exhibit hall booths” here. Our Virtual Exhibit Hall will be open pre- and post-event to allow our confirmed registrants time to visit your virtual exhibit space.

Caffeine Boost

Sponsor a Starbucks gift card to be included in the post conference package for all attendees

Logo recognition and link to homepage from PRIMO site

Exclusive logo recognition on the PRIMO website prior to the meeting as well as link to sponsor’s website.

Submit 1 product, collateral, or promotional item for attendee post-engagement suite

One post-conference email to all attendees

PRIMO will send an email to attendees approximately 1-week post-conference. Sponsor is responsible for email content, PRIMO team will handle creative and distribution.

5% off sponsorship opportunity in 2022

PRIMO 2022 will be held on February 9-12 at the Hilton Waikoloa Village, Waikoloa, Hawaii

Champion \$5,000

Virtual Exhibit Space

The PRIMO 2021 Virtual Exhibit Hall is analogous to the exhibit tables from past conferences. The virtual exhibit space is where attendees can view a video supplied by your company to share information about your products and services, showcase your latest innovations, and connect with research collaborators and potential customers. Check out the “exhibit hall booths” here. Our Virtual Exhibit Hall will be open pre- and post-event to allow our confirmed registrants time to visit your virtual exhibit space.

As a Virtual Exhibitor you will also receive two [2] complimentary meeting registrations.

Additional Sponsorship Opportunities

Sponsorship of a Giveaway of the Day | \$1,500

Sponsor a Giveaway of the Day that will be raffled off at the end of the meeting each day. Promoted via the mobile app and conference guide as a surprise gift to attendees sponsored by your company. Attendees must be present to win. The giveaway will be provided by PRIMO.

Pre-Conference Engagement Suite | Ship & Connect | \$2,500

Connect with your target audience through PRIMO's mail house. Ship your collateral material and/or swag directly to our mail house and we will bundle and direct ship to all registered attendees. Package Postage to participants paid by Conference Management. Examples: 1-page flyer, small brochure, small hand sanitizer, mask, etc. Due Date to Confirm Participation: January 15, 2021. Limited to US attendees.

Video Spotlight during Virtual Meeting | \$5,000

Prior to the opening session, attract your target audience with an infomercial of your company or the product of your choice. A 10 to 15-minute video, short looping video or self-looping PowerPoint presentation (limited to three companies – only three spots available). Exhibiting company provides video (MP4 format) via email or WeTransfer.

Interview a KOL | \$7,500

Ask a world leader your questions regarding disease state, treatment options, guidelines, even get feedback on your marketing materials. The 15-min interview will occur virtually based on the availability of the KOL during the week of February 8, 2021.

KOL Knockout | \$7,500

Watching two world leaders in their field debate disease and treatment hot topics is not only educational, but entertaining! Sponsor a debate that will be recorded and available on PRIMO TV through 2022.

Sponsorship of a Video Presentation on PRIMO TV | \$7,500

Sponsor a presentation from PRIMO 2021, an enduring material that will be available for viewing through 2022 on PRIMO TV

Clinical Cases in Motion

Single Case Sponsorship: \$20,000 | All Cases Sponsorship: \$50,000

The PRIMO Meeting will also feature expert-moderated clinical cases. These cases will showcase recent advances in immuno and molecular targeted therapies for specific patient types and clinical situations. The cases will be targeted toward helping clinicians with integration of the newest data into their practices. Companies will have the opportunity to sponsor individual cases or all cases. Sponsoring one or all of these cases allows companies to further demonstrate their support of the diffusion of innovation to over 10,000 practicing HCPs across the United States.