

PrimO

Practical Recommendations in
Immuno & Molecular Oncology

FEBRUARY 7-10, 2024

NOURISHING BRAIN, BODY, AND SOUL

The Royal Sonesta Kaua'i Resort
Lihue, Hawaii



Promotional Sponsorship Opportunities

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

Target Audience: This activity has been designed to meet the educational needs of Academic and Community Practitioners, as well as Registered Nurses, Pharmacists, and Physician Assistants from all oncology specialties, treating all disease areas involved in the care of patients with cancer.

Why Support PRIMO?



ACCESS

top US-based practicing clinicians, decision-makers, and prescribers



EXHIBIT

your commitment to immuno and molecular oncology



DELIVER

brand messages to a highly selective audience



INTERACT

with world-renowned faculty



EDUCATE

in an intimate setting to ensure focused discussion and proper guidance



ENGAGE

clinical experts seeking to integrate new products and services into practice

Additionally, the PRIMO Conference Offers

- Quality, personal face time with health care providers and experts
- A flexibly paced meeting with the opportunity for conversations, panel discussions, and Q&A sessions
- Meeting co-chairs: Dr. Hope S. Rugo and Dr. Julie M. Vose
- Networking opportunities with leaders in oncology



31%
HEMATOLOGY
ONCOLOGY

33%
MEDICAL
ONCOLOGY

12%
ONCOLOGY
NURSE/NP/PA

11%
RADIATION
ONCOLOGY

85%
HCPs

7%
HEMATOLOGY

4%
SURGICAL ONCOLOGY

2%
RESIDENTS

Promotional Sponsorship Opportunities Summary

February 7-10, 2024 | The Royal Sonesta Kaua'i Resort | Lihue, Hawaii

Primo
Practical Recommendations in
Immuno & Molecular Oncology

Sponsorship Packages	Elite Plus	Elite	Premier	Champion	Exhibitor
Sponsorship Benefit	\$50,000	\$40,000	\$30,000	\$15,000	\$10,000
Advisory Board or Faculty Dinner	x				
Women in Oncology Award Dinner and Reception	x				
NoeticInsight™ Real-World Clinical Listening	x				
Push alert prior to session	x	x			
Choose one: - Charging Station - Coffee Cup Sleeves and Napkins - Conference Bags - Hotel Key Cards - Lanyards - Mobile App - Notepads - Pens - Pocket Schedule - Wallet Phone Sleeve - WiFi Splash Page	x	x			
Case-based discussion, or Round Table, or Product Theater	Choice of 1	Choice of 1	Only Product Theater offered		
Pre-meeting attendees list	x	x	x		
Submit product, collateral or promotional item for conference bag	x	x	x		
Informational flyer in conference bag, on PRIMO website and mobile app	x	x	x	x	
Logo recognition and link to homepage	x	x	x	x	
Onsite and digital recognition pre, during and post conference	x	x	x	x	x
Tabletop exhibit (6ft)	2	1	1	1	1
Complimentary full Industry registrations	8	6	4	3	2
Sunset Mingle networking event tickets	8	4	3	2	1

A La Carte Options

Subject to availability

- **Branded insulated tumbler \$15,000**
There is lots to do outside in the Hawaiian heat so attendees will love a customized tumbler that can keep up!
- **Mini Advisory Board \$10,000**
1-hour ad board with up to 5 attendees. PRIMO is responsible for the basic A/V setup and Food & Beverage. Sponsor is responsible for sign-in sheet, honoraria (if needed), and signage.
- **Branded water stations with disposable cups \$5,000**
Hawaii is hot! Sponsor the water station for attendees to cool off and refresh in between meeting sessions. Subject to availability at venue.
- **Video or logo looping on Exhibit Hall monitors \$3,000**
Your logo or short video of your choice to loop in the Exhibit Hall
- **Polling questions asked during breaks \$2,500**
Submit 2 questions that will be asked of the conference attendees during breaks. Limit: 2 per day
- **Banner, clings, or signage based on availability. \$1,500**
Standard signage is 8' x 8'. Oversized signage is an additional cost. Sponsor to provide signage.
- **Tickets to Sunset Mingle**
Prior to meeting \$150/ticket
On-site \$200/ticket



Promotional Sponsorship Opportunities

Elite Plus | \$50,000

ALL OF THE OFFERINGS OF THE ELITE-LEVEL SPONSORSHIP PLUS THE FOLLOWING:

- **Choose a 2-hour advisory board or the faculty dinner held on one of the meeting days**
PRIMO is responsible for meeting logistics. Sponsor is responsible for advisory board honoraria and food & beverage or additional audio visual costs. Choice of advisory board limited to one per disease state or Faculty Dinner, first come, first served.
- **Sponsorship of the Women in Oncology Award Ceremony**
Outdoor reception, dinner, and local entertainment welcome the attendees to Hawaii and celebrate the 2024 Women in Oncology Award winners. Sponsorship includes signage, table tents, and recognition on the mobile app and PRIMO website. Sponsor may provide additional materials to be given out as the attendees arrive or placed on the assigned table for a max of 150 people.
- **NoeticInsight™ Real-World Clinical Listening | One case**
Submit a case of interest and NI will get responses from experts as to how they would treat it in a real-world, clinical environment.
- **Tabletop exhibit**
Two 6' x 18" tables. Must have at least one staff member on-site to set up and manage tabletop exhibit.
- **Eight [8] tickets to sunset reception to mingle one-on-one with the faculty**
- **8 Industry Badges**
- **PRIMO Daily News on mobile app**
Highlighted summary of the day's session and events. Company-sponsored banner ads.

ONLY 3 AVAILABLE:
First come, first served

Elite | \$40,000

- **Choice of one-hour Product Theater, or Round table discussion, or Case-base discussion**
1-hour session will include standard A/V setup, meeting room, food and beverage. Sponsor is responsible for sign-in sheets and signage.
- **Push Alert sent to all conference attendees via the PRIMO App prior to session.**
- **Opportunity to create a 1-page PDF flyer to be included in conference bag and on the PRIMO website and Mobile App**
- **Choice of one (available first come, first served)**

Charging Station	Coffee Cup Sleeves and Napkins
Conference Bags	Hotel Key Cards
Lanyards	Mobile App
Notepads	Pens
Pocket Schedule	Wallet Phone Sleeve
WiFi Splash Page	
- **Access to pre-meeting list**
Access to pre-meeting list (to be sent 1-week prior) with all attendees who consent to share their information.
- **Tabletop exhibit with premium exhibit location**
6-foot table provided with standard tablecloth. Must have at least one staff member on-site to set up and manage tabletop exhibit.
- **Exclusive VIP lounge area** with showcase monitors, snacks, and drinks available.
- **Six [6] complimentary full-conference Industry registrations**
- **Four [4] tickets to sunset reception to mingle one-on-one with the faculty**
Exclusive opportunity to connect with faculty at a 2-hour cocktail reception.
- **Logo recognition and link to homepage from PRIMO website**
- **Submit product, collateral, or promotional item for attendee conference bag**
- **On-site and digital recognition before, during, and after the conference**



Promotional Sponsorship Opportunities

Premier | \$30,000

- **One-hour Product Theater**
1-hour session will include standard A/V setup, meeting room, food and beverage. Sponsor is responsible for sign-in sheets and signage.
- **Tabletop exhibit**
6-foot table provided with standard tablecloth. Must have at least one staff member on-site to set up and manage tabletop exhibit.
- **Four [4] complimentary full-conference Industry registrations**
- **Access to pre-meeting list**
Access to pre-meeting list (to be sent 1-week prior) with all attendees who consent to share their information.
- **Three (3) tickets to Sunset Mingle**
Opportunity to network during a 2-hour cocktail reception.
- **Logo recognition and link to homepage from PRIMO website**
- **Submit product, collateral, or promotional item for attendee conference bag**
- **On-site and digital recognition before, during, and after the conference**

Champion | \$15,000

- **Tabletop exhibit**
6-foot table provided with standard tablecloth. Must have at least one staff member on-site to set up and manage tabletop exhibit.
- **Three (3) complimentary full-conference Industry registrations**
- **Two (2) tickets to Sunset Mingle**
Opportunity to network during a 2-hour cocktail reception.
- **Access to pre-meeting list**
Access to pre-meeting list (to be sent 1-week prior) with all attendees who consent to share their information.
- **Logo recognition and link to homepage from PRIMO website**
- **On-site and digital recognition before, during, and after the conference**

Exhibitor | \$10,000

- **Tabletop exhibit**
6-foot table provided with standard tablecloth. Must have at least one staff member on-site to set up and manage tabletop exhibit.
- **Two (2) complimentary full-conference Industry registrations**
- **One (1) tickets to Sunset Mingle**
Opportunity to network during a 2-hour cocktail reception.
- **On-site and digital recognition before, during, and after the conference**