

Primo

Practical Recommendations in
Immuno & Molecular Oncology

FEBRUARY 16-19, 2022

Hilton Waikoloa Village
Waikoloa, Hawaii

Promotional Sponsorship Opportunities

February 16-19, 2022

Hilton Waikoloa Village | Waikoloa, Hawaii

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.

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

150 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 healthcare 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
- Key leaders in oncology, such as Dr. Sanjiv Agarwala, Dr. Sagar Lonial, Dr. Rachna Shroff, and Dr. Shane Morita

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 sites involved in the care of patients with cancer.

Elite Plus \$45,000

All of the offerings of the Elite-level sponsorship PLUS:

An additional advisory board held on one of the meeting days

Sponsor is responsible for advisory board invitations, meeting logistics, and honoraria (if needed).

Sponsorship of the Women in Oncology Award Ceremony

Outdoor cocktails, dinner, and steel drums welcome the attendees to Hawaii and celebrate the 2022 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 tables.

ONLY 2 AVAILABLE: First come, first served

Elite \$35,000

One-hour Product Theater (3 mid-morning breakfasts available)

1-hour Product Theaters include classroom-style seating, a podium, and standard A/V set (screen, projector, computer, wireless clicker, two [2] handheld microphones, and one [1] audio microphone). Sponsor is responsible for sign-in sheets, food, and beverages.

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.

Push Alert sent prior to Product Theater

Push alert sent to all conference attendees via the PRIMO App reminding them to attend sponsor's Product Theater.

Product Theater informational flyer included in conference bag and on the PRIMO website and Mobile App

Opportunity to create a 1-page PDF flyer to be included in conference bag as well as on the website and meeting Mobile App.

Choice of one (available first come, first served)

LANYARDS: Exclusive sponsor branding on PRIMO lanyards, which must be worn by attendees at all times.

NOTEPADS: Sponsor name on conference writing pad to be distributed to all attendees.

PENS: See your logo on the pens distributed to all attendees.

MOBILE APP: Opportunity to feature sponsor logo on opening splash page of PRIMO Mobile App.

POCKET SCHEDULE: Sponsor logo featured on the back cover of the Schedule-At-A-Glance to be distributed to attendees at registration check-in.

CHARGING STATION: Mobile device charging stations are one of the most important services in the event industry today. A station in the exhibit room that charges mobile devices quickly and conveniently will be available to all PRIMO attendees.

CONFERENCE BAGS: See your brand walking around the conference by becoming the sponsor of these high-quality bags perfect for the meeting or the pool! Every attendee will receive one conference bag stuffed with the program pocket guide and a promotional insert of the sponsor's choice.

Elite \$35,000 (cont'd)

Access to pre-meeting list (will be sent 2 weeks prior)

List will be sent approximately 2 weeks prior to the conference and can be used once pre-meeting and once post-meeting.

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.

Three [3] complimentary full-conference registrations

Five [5] 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

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

Submit product, collateral, or promotional item for attendee conference bag

On-site and digital recognition before, during, and after the conference

Premier \$25,000

One-hour Product Theater (2 lunches available)

1-hour Product Theaters include classroom-style seating, a podium, and standard A/V set (screen, projector, computer, wireless clicker, two [2] handheld microphones, and one [1] audio microphone). Sponsor is responsible for sign-in sheets, food, and beverages.

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 registrations

Three [3] 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

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

One [1] complimentary full-conference registration

Two [2] 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

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

Submit product, collateral, or promotional item for attendee conference bag

On-site and digital recognition before, during, and after the conference

Exhibit \$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.

Additional Sponsorship Opportunities



Exhibit room food & beverage | \$15,000/day

- Sponsorship available for 3 separate days
- Signage at Gourmet Coffee Bar area in the exhibit room with company logo on napkins
- Morning breaks include snacks, signage, and branded napkins



Sponsor 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.



Sponsor presentations available post-meeting | \$2,500

Your logo will be displayed every time a presentation is viewed on the PRIMO website.



Tickets to faculty reception

Prior to meeting \$150/ticket | On-site \$200/ticket

Exclusive access to the meeting faculty at a 2-hour cocktail reception

In order to maintain your privacy, learners must provide consent to share limited information with our commercial supporters. We limit this information and will only provide your name, degree, city, and state with conference-ineligible company representatives (supporters/exhibitors) or agents who participate at this conference.

☐ I consent ☐ I do not consent