

FEBRUARY 22-25, 2023

Hilton Hawaiian Village
Honolulu, Hawaii

Promotional Sponsorship Opportunities

February 22-25, 2023

Hilton Hawaiian Village | Honolulu, 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.

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

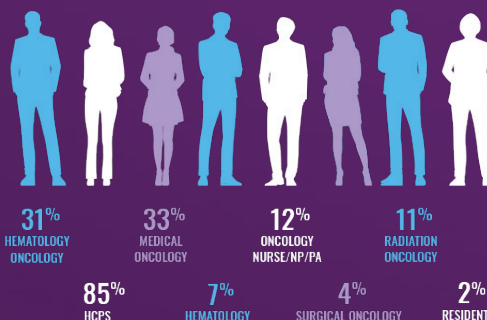


ENGAGE

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



Promotional Sponsorship Opportunities

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 and honoraria (if needed). PRIMO is responsible for meeting logistics.

Sponsorship of the Women in Oncology Award Ceremony

Outdoor reception, dinner, and local entertainment welcome the attendees to Hawaii and celebrate the 2023 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, Round table OR Case-based 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 prior to Session

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

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)

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 (to be sent 1-week prior)

Information will be sent out approximately 1-week prior to the meeting with all attendees who consent to share their information.

Attendees will consent to the following:

In order to maintain your privacy, attendees 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-eligible company representatives (supporters/exhibitors) or agents who participate at this conference.

I consent I do not consent

Promotional Sponsorship Opportunities

Elite \$35,000 (cont'd)

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 beverages available.

Three [3] complimentary full-conference registrations

Five (5) tickets to Sunset Mingle

Opportunity to network 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

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.

Two [2] complimentary full-conference registrations

Access to pre-meeting list (to be sent 1-week prior)

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I consent I do not consent

Three (3) tickets to Sunset Mingle

Opportunity to network during 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

Promotional Sponsorship Opportunities

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 Mingle

Opportunity to network during a 2-hour cocktail reception.

Access to pre-meeting list (to be sent 1-week prior)

Information will be sent out approximately 1-week prior to the meeting with all attendees who consent to share their information. Attendees will consent to the following:

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.

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Logo recognition and link to homepage from PRIMO website

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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.

One [1] complimentary full-conference registration

Additional Sponsorship Opportunities

Faculty Dinner | \$15,000

PRIMO is responsible for the A/V setup and Food and Beverage.

White paper development with sponsor's content | \$10,000

Capture content that was discussed during sessions into meaningful material

Mini Advisory Board | \$10,000

1-hour ad board with up to 5 attendees. PRIMO is responsible for the A/V and Food & Beverage. Sponsor is responsible for sign-in sheet, honoraria (if needed), and signage.

Promotional Sponsorship Opportunities

Additional Sponsorship Opportunities (cont'd)

Thought leader perspectives | \$10,000

Take your brand strategy to the next level with KOL Top line Takeaway Videos. Will be available on the PRIMO website post-meeting. Advertisement of activity will be on the PRIMO website through social media posts and an email to PRIMO database.

Exhibit room food & beverage | \$7,500/break

- 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

Professional Headshot Booth | \$7,500

Everyone needs a great headshot in today's modern digital business environment. Your digital footprint speaks volumes about your personal energy and your brand. When it's time to update your website, your LinkedIn profile, or even just adding a personal touch with your portrait in your email signature, you need a fantastic headshot.

PRIMO Daily News on mobile app | \$8,000

- Highlighted summary of the day's session and events
- Company-sponsored banner ads

Inaugural PRIMO Poster Space | \$1,000/poster

- Non-CE abstract poster session
- Showcase and share innovative research and abstracts

Water bottles or station | \$5,000

Hawaii is hot! Sponsor the water station for attendees to cool off and refresh in between meeting sessions

NoeticInsight™ Real-World Clinical Listening | Each case: \$5,000

Bring your cases and we will ask the experts on NI platform

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

A Giveaway of the Day will be raffled off at the end of the meeting each day and 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.

ARS questions asked during breaks | \$1,000

Submit 2 questions that will be asked of the conference attendees during breaks. Limit: 2 per day

Sponsor presentations available post-meeting | \$1,000

Presentations will be available on the PRIMO website post-meeting.

Video or logo looping on Exhibit Hall monitors | \$1,000

Your logo or short video of your choice to loop in the Exhibit Hall each day

Purchase the Pre-registration List prior to the meeting. One-time only. | \$500

Information will be sent out approximately 1-week prior to the meeting with all attendees who consent to share their information

Tickets to Faculty Reception

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

Promotional Sponsorship Opportunities

Sponsorship Opportunities Summary

Sponsorship Packages	Elite Plus	Elite	Premier	Champion	Exhibitor
Sponsorship Benefit	\$45,000	\$35,000	\$25,000	\$15,000	\$10,000
Sponsorship of the Women in Oncology Award Ceremony (2 max)	x				
Case-based discussion, Round Table, OR Product Theater	1 offered	1 offered			
1-hour Product Theater			1 offered		
Informational flyer in conference bag, on PRIMO website and mobile app	x	x	x	x	
Push alert prior to session	x	x			
Pre-meeting attendees list	x	x	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	N/A	N/A	N/A
Exclusive VIP lounge	x	x			
Tabletop exhibit (6ft)	x	x	x	x	x
Complimentary full conference registrations	3	3	2	1	1
Sunset Mingle networking event	5 tix	5 tix	3 tix	2 tix	
Logo recognition and link to homepage	x	x	x	x	
Submit product, collateral or promotional item for conference bag	x	x	x	x	
Onsite and digital recognition pre, during and post conference	x	x	x	x	