You are cordially invited to join the 24th Annual Perspectives in Thoracic Oncology!

Perspectives in Thoracic Oncology is a 2-day conference, featuring more than 20 distinguished faculty from around the country bringing participants updates on the latest clinical advances in lung cancer treatment. This year, for the first time, the meeting will expand its reach into the west coast, featuring a presence in Long Beach, California, in addition to its original location in New York City.

**New York, NY: October 18–19, 2019**
**Long Beach, CA: November 22–23, 2019**

The conference, which has become the premier gathering for healthcare professionals in the field of thoracic malignancies, is designed to provide the most recent information on the complex biology of the disease and instructional solutions on treatments to augment the standards of practice. In this educational setting, learners will have multiple opportunities to interact and network with their colleagues, including the meeting chair and speakers.

Complete with debates, lectures, and panel discussions, Perspectives in Thoracic Oncology provides a forum to update knowledge on current practices, highlight the translation of novel, clinically-significant discoveries into clinical practice, and receive valuable take-home information on new screening and staging modalities, supportive care, management approaches, and emerging treatment options.

**Two Conferences, Endless Opportunities.**

**October 18–19, 2019**
**New York Marriott Marquis**
1535 Broadway
New York, New York 10036
(212) 398-1900

**November 22–23, 2019**
**Hyatt Regency Long Beach**
200 S. Pine Ave
Long Beach, California 90802
(562) 491-1234

Please see thoraciccancermeeting.com for the most up-to-date agenda.
### Support Levels

**GOLD SUPPORTER**

- **$35,000** (both conferences)
  - (Three opportunities available!)
  - **Two company representatives to attend each Faculty Welcome Reception**
    - Mix & Mingle!
    - Reserved cocktail-style tabletop to meet with faculty and guest KOLs
  - **Your product featured on a full-page, full-color advert (your placement choice) in the printed Conference Program Guide distributed at both conferences**
    - Showcase your product brand! Be seen!
    - Select from placement inside FC, inside BC, or center spread R (placement choice based on date of returned LOA)
  - **Your digital banner ad run-of-site on the Oncology Learning Network**
    - 6 mo ROS
  - **Acknowledgement as a Gold Supporter on all Conference materials (based on date of returned LOA)**
  - **True 10’ x 10’ booth space**
    - Draping on three sides
    - Can accommodate construction or “pop-up booth” structure
  - **Five complimentary registrations per conference**

**SILVER SUPPORTER**

- **$20,000** (both conferences)
  - (Two opportunities available!)
  - **Lighted meter board**
    - Light up the way!
    - Display your advertisement on lighted double-sided panels
    - 3’ W X 6’ H
  - **Your product featured on a full-page, full-color advert (inside page) in the printed Conference Program Guide distributed at both conferences (based on date of returned LOA)**
    - Your digital banner ad run-of-site on the Oncology Learning Network
    - 3 mo ROS
  - **Acknowledgement as a Silver Supporter on all Conference materials**
  - **True 10’ x 10’ booth space with draping on three sides**
  - Can accommodate construction or “pop-up booth” structure
  - **Three complimentary registrations per conference**

**EXHIBIT I**

- **$15,000** (both conferences)
  - **Logo acknowledgment as an Exhibitor I on all conference materials (based on date of returned LOA)**
  - **True 10’ x 10’ booth space**
    - Draping on three sides
    - Can accommodate construction or “pop-up booth” structure
  - **Three complimentary registrations per conference**

**EXHIBIT II (Tabletop)**

- **$7,500** (both conferences)
  - **Logo acknowledgment as an Exhibitor II on all conference materials (based on date of returned LOA)**
  - **6-foot draped table with two chairs**
  - **Two complimentary registrations per conference contracted**

**EXHIBIT II**

- **$5,000** (single conference)
  - **Logo acknowledgment as an Exhibitor II on all conference materials (based on date of returned LOA)**
  - **6-foot draped table with two chairs**
  - **Two complimentary registrations per conference contracted**

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**EXHIBIT II (Tabletop)**

- **$7,500** (both conferences)
  - **Logo acknowledgment as an Exhibitor II on all conference materials (based on date of returned LOA)**
  - **6-foot draped table with two chairs**
  - **Two complimentary registrations per conference contracted**

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**EXHIBIT II**

- **$5,000** (single conference)
  - **Logo acknowledgment as an Exhibitor II on all conference materials (based on date of returned LOA)**
  - **6-foot draped table with two chairs**
  - **Two complimentary registrations per conference contracted**
Attendee Engagement Opportunities

Note: Pricing listed is for a single conference.

Product Theater Slot Features
(Three Slots Available!)
- 60 minutes of uninterrupted time to engage your target audience!
- Product Theater ancillary event details:
  - Promotional programs/Product Theaters are welcome!
  - Room set inclusive of:
    - Room set in rounds for 100 people
      » Drive time set in cocktail rounds for 50–75
    - Riser with podium, head table, and two chairs
    - Base audio-visual equipment
    - Food and beverage for room set
  - Program organizer is responsible for all marketing/audience generation for the event
  - Marketing materials must include the following disclaimer:
    Industry-led lectures and exhibits will be conducted in conjunction with this event to provide promotional product-specific information on available agents and products in development. The above commercial program is not a part of Perspectives in Thoracic Oncology. It is not organized or endorsed by Imedex.
  - Proposed topics, agenda, and marketing must be pre-approved by the Conference Program Committee
  - Program content to be distributed via the Oncology Learning Network as further reach campaign

Slot Fee with Promotional Marketing
(Exclusive)
$50,000
- Lunch (exclusive)
  - No competing course content or competitive program
  - One eBlast to promote your event to attendees
    - Client provides HTML content
  - One sign to promote your event
    - Client provides print content
  - One interactive digital banner ad with active link on OLN
    - Client provides digital ad content
  - All food and beverage provided by Conference

Lunch Slot Fee with No Promotional Marketing
(Non-Exclusive)
$40,000
- Lunch
  - Potential for one competing program
  - One interactive digital banner ad with active link on OLN
    - Client provides digital ad content
  - All food and beverage provided by Conference

Drive Time Slot Fee with Promotional Marketing
$22,500
- Drive Time
  - Reception event set immediately following conference Day 1 close
  - One eBlast to promote your event to attendees
    - Client provides HTML content
  - One sign to promote your event
    - Client provides print content
  - All food and beverage provided by Conference
Attendee Engagement Opportunities (continued)

Note: Pricing listed is for a single conference.

Extend the Reach of Your Ancillary Event Live Stream
$25,000
• Create an exciting media event by utilizing our network of 22,000 oncologists to live stream your program in the moment!

Video On-Demand
$15,000
• Invite physicians to tune in at their convenience with a video on-demand. Your program will live on the OLN site. Let them know it is there!

Slide Distribution
$3,000
• Distribute ancillary event slides to all attendees of Conference

Case Study (Exclusive!)
$35,000
• The learning is in the discussion!
• Challenging cases presented by an expert panel to be discussed with attendee audience
• Option to have four company representatives attend the case discussion
• Acknowledgment in the Conference Program Guide and from the KOL panel at the beginning/end of the session (based on return date of signed LOA)

Fellows Morning Session (Exclusive!)
$20,000
• Interact with the future of lung cancer with a Fellows audience
• Exclusive support of this Fellows case study session includes:
  • Your corporate logo featured on breakfast napkins, in flower arrangements, and on signage in the venue
  • Option to have four company representatives attend the Fellows Morning Session
  • Acknowledgment of support in the Conference Program Guide and from the KOL panel at the beginning/end of the session (based on return date of signed letter of agreement)

Perspectives in Thoracic Oncology
October 18–19, 2019 New York City
November 22–23, 2019 Long Beach
Branding Opportunities

Note: Pricing listed is for a single conference.

**Digital Media Campaign - OLN**
*Run-of-Site Digital Banner Ad*
3 mo $5,000 | 6 mo $7,500

**Recharge Station (Exclusive!)**
$15,000
- Help attendees stay plugged in and charged up!
- Company recognition at charging station

**Wall Clings/Banners (Four Slots Available)**
$6,500
- A product brand statement attendees can’t miss!
  - *(based on availability of the hotel)*

**Column Wraps (Four Wraps Available)**
$6,500
- Wrap up your product brand for all to see!
  - *(based on availability of the hotel)*

**Conference Bag (Exclusive!)**
$12,000
- Each attendee will receive a tote bag upon registration with your product message!
- Wrap your message around the conference bag!

**Lanyards (Exclusive!)**
$5,000
- Support of the required Conference badge lanyards worn by all attendees
- White lanyard with two colors in logo, corporate branding

**Package Conference Bag and Lanyards (Exclusive!)**
$15,000
- Be the first thing they see as they familiarize themselves with Perspectives in Thoracic Oncology!

**Conference Bag Inserts**
$3,500
- **Promote your Event** with a brochure to be placed in the Conference bag
- Can be product branded or contain information on a clinical trial
- Must be approved by the Imedex Medical Team and Compliance Director
- Brochure will be handed out at the registration if conference bags are not supported

**Conference eBlast**
$3,500
- eBlast sent to all attendees to promote products or your Ancillary Event
- **Send your message to the pre-registered list of attendees!**
- HTML to be provided to Imedex for compliance review and approval

**Meeting Rooms**
$5,000
- First-come, first-served basis
- Space contracted for the length of the Conference

Should you wish for Imedex to organize a **certified satellite symposium** (offering **AMA PRA Category 1 Credits™**), an educational grant will be submitted for this activity. Should you wish to start this process, please contact Shannon Stevenson (s.stevenson@imedex.com) or Dan Alba (d.alba@imedex.com)
Important Items and Dates to Note

Recognition
Only those companies with a fully executed Letter of Agreement (LOA) received by Imedex in support of the Perspectives in Thoracic Oncology will be acknowledged on the Conference website, in on-site materials, and signage. Companies will be acknowledged in order of support level.

Initial Agreement
Supporters that show interest in supporting the Perspectives in Thoracic Oncology must commit to it in writing by completing the Supporter Application Form on page 9. Upon receipt of the application, the desired items will be reserved for 30 days from the date of the application and a LOA will be issued by Imedex.

Executed Letter of Agreement Guidelines
A fully executed letter of agreement (LOA) must be signed and received by Imedex within 30 days upon receipt or the item will be made available to other interested supporters. All signed agreements are final. All commitments are non-cancelable, non-transferable, and non-refundable.

Payment Guidelines
Invoices are generated upon receipt of the fully executed LOA. Payment is due 30 days from the signed agreement or the day before the start of the Conference, whichever is soonest. Payments made after this date are subject to late fees. Full payment must be received in order to proceed with the activity. Any unpaid invoices will preclude any set-up, any pre-activity communication or flyer distribution, as well as prohibition of any planned activities.

Remit payment to
Imedex, LLC, 11675 Rainwater Drive, Suite 600, Alpharetta, GA 30009

(Please include a copy of the invoice and/or purchase order with payment).

Support Opportunity Contact
Kathleen St. Jean
Director, Business Development

Phone: +1 (267) 644-7971
Email: k.stjean@imedex.com

Conference Organizer
Imedex, LLC
11675 Rainwater Drive
Suite 600
Alpharetta, GA 30009
USA

Tel.: +1 (770) 751-7332
Fax: +1 (770) 751-7334
E-mail: exhibits@imedex.com
www.imedex.com

Perspectives in Thoracic Oncology
October 18–19, 2019 New York City
November 22–23, 2019 Long Beach
The Network

Oncology Learning Network® serves as a collaborative learning and networking environment for a multidisciplinary community of oncology medical professionals through:

- Clinical insights
- Peer-reviewed journal articles
- Interactive features
- Research news updates
- Accredited CE programs and live conferences

Demographics

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<tr>
<td><strong>Total</strong></td>
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The Meetings

Perspectives in Thoracic Oncology

October 18–19, 2019 — New York, NY
November 22–23, 2019 — Long Beach, CA

The Outcome

Get your message in front of thousands of clinicians and conference attendees looking for the most relevant, up-to-date education on thoracic oncology.

Let us help you find the right fit.
Kathleen St. Jean
Email: k.stjean@imedex.com
Commercial Opportunities Application Form

Company Name (please type or print)

Contact Name

Title

Address

City State Zip Country

Email Phone

Authorized Signature Date

Commercial Opportunities

- Gold Supporter ............................................................... $35,000 (both conferences)
- Silver Supporter .............................................................. $20,000 (both conferences)

Exhibit Opportunities

- Exhibit I Fee (10x10) ...................................................... $15,000 (both conferences)
- Exhibit II Fee (Tabletop) ................................................. $7,500 (both conferences)
- Exhibit II Fee (Tabletop) ................................................. $5,000 (single conference)

Ancillary Event Opportunities

- Product Theater (Lunch w/ Promo) ............................... $50,000
- Product Theater (Lunch) .................................................. $40,000
- Product Theater (Drive-Time) ......................................... $22,500

Engagement/Branding Opportunities

- Case Study ................................................................. $35,000
- Conference Bag ......................................................... $12,000
- Conference Bag Inserts ............................................... $3,500
- Conference eBlast ....................................................... $3,500
- Column Wraps ............................................................ $6,500
- Digital Media Campaign–OLN .....................................
- Fellows Morning Session ............................................. $20,000
- Lanyards ..................................................................... $5,000
- Live Stream ................................................................. $25,000
- Meeting Rooms .......................................................... $5,000
- Package Conference Bag and Lanyards ....................... $15,000
- Recharge Station ......................................................... $15,000
- Run-of-Site Digital Banner Ad 3 mo ......................... $5,000
- Run-of-Site Digital Banner Ad 6 mo ......................... $7,500
- Slide Distribution ....................................................... $3,000
- Video On-Demand ..................................................... $15,000
- Wall Clings/Banners .................................................. $6,500

Note: Pricing listed is for a single conference, unless otherwise noted. If both meetings are supported, a 20% discount will be applied.

Please complete this form and send to:

Kathleen St. Jean
Email: k.stjean@imedex.com