



# *Acute Leukemia*

# FORUM 2021

APRIL 7–8, 2021

 VIRTUAL EVENT

SPONSORSHIP AND EXHIBIT PROSPECTUS

[AcuteLeukemiaForum.com](https://AcuteLeukemiaForum.com)

Jointly Provided By



Postgraduate Institute  
for Medicine



Global Academy for  
Medical Education

## ABOUT ACUTE LEUKEMIA FORUM 2020

Join us in April for the Acute Leukemia Forum (ALF) 2021 Virtual Conference. ALF is a unique platform that enables worldwide prominent experts to share and discuss the latest research impacting treatment and management of

patients with acute leukemia and myelodysplasia. ALF 2021 will focus on addressing the identified educational needs of healthcare professionals involved in caring for patients with acute leukemia and myelodysplasia.

### 2021 DATES

**APRIL 7–8, 2021**



**VIRTUAL EVENT**

#### CO-CHAIRS



**Jacob M. Rowe, MD**  
Emeritus Professor of Hemato-Oncology  
Technion  
Israel Institute of Technology  
Haifa  
Director  
Department of Hematology  
Shaare Zedek Medical Center  
Jerusalem, Israel  
Adjunct Professor of Medicine  
Northwestern University  
Feinberg School of Medicine  
Chicago, IL



**Martin S. Tallman, MD**  
Chief Leukemia Service  
Memorial Sloan Kettering Cancer Center  
Professor of Medicine  
Weill Cornell Medical College  
New York, NY

**Questions about sponsor/exhibit opportunities?**

**Contact / Devin Gregorie**

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## SPONSORSHIP OPPORTUNITIES

### GOLD LEVEL SPONSORSHIP - \$50,000

- 1 Live 60-minute Evening exclusive presentation with 2 month On-Demand Access on conference platform
  - **Includes:** 24 hour, 2 hour and 15 minute reminder emails to registrants in advance of each of your exclusive presentations
- Recognized as Gold sponsor throughout the virtual platform on all non-cme content pages
- Prominent ad\*-space in in one of the following: networking lounge, poster hall, or exhibit hall
- Two promotional email blasts\* to registered conference attendees
- 1 pop-up announcement for your Live presentation\* —on-screen promotional or call to action message displayed to all attendees
- Up to 10 total attendee full-comps (for HCP's only)
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor branded interactions including booth traffic, banner ads and independent symposia attendees
- Top tier sponsor booth—up to 8 functional resource tabs\* in booth (collateral, surveys, product video demos as examples)
- List of attendees who visited your booth and who attended your Live presentation including First name, Last name, City and State
- Up to 6 promotional video\* uploads in booth
- Assistance with virtual booth asset assembly. All approved assets to be provided by sponsor.

### VIRTUAL EXHIBIT - \$3,000

- One complimentary email blast\* to registered conference attendees
- Complimentary “badge” for one exhibitor employee
- Logo\* in Virtual Lobby and in Exhibit Hall
- Virtual exhibit booth, with up to four, clickable content tabs\*; no dynamic video
- Full analytics on booth traffic
- Assistance with virtual booth asset assembly. All approved assets to be provided by sponsor.

### SILVER LEVEL SPONSORSHIP - \$39,500

- 1 Live 60-minute Mid-Day exclusive presentation with 2 month On-Demand Access on conference platform
  - **Includes:** 24 hour, 2 hour and 15 minute reminder emails to registrants in advance of your exclusive presentation
- Recognized as Silver sponsor throughout the virtual platform on all non-cme content pages
- Prominent ad\*-space in one of the following: networking lounge, poster hall, or exhibit hall
- One promotional email blast\* to registered conference attendees
- 1 pop-up announcement for your Live presentation\* —on-screen promotional or call to action message displayed to all attendees
- Up to 5 total attendee full-comps (for HCP's only)
- Up to 5 total booth staff allowance—sponsor employees can staff the booth from anywhere with a computer and internet
- Full analytics on all sponsor branded interactions (ad clicks, content views)
- Top tier sponsor booth—up to 6 functional resource tabs\* in booth (collateral, surveys, product video demos)
- Full analytics on your booth and Live presentation traffic —name, title, company of all visitors
- List of attendees who visited your booth and who attended your Live presentation including First name, Last name, City and State
- Up to 4 promotional video\* uploads in booth
- Assistance with virtual booth asset assembly. All approved assets to be provided by sponsor.

#### Bonus Presentation Time Slots

- Wednesday, April 7th | 6:00 PM – 7:00 PM
- Wednesday, April 7th | 7:30 PM – 8:30 PM
- Thursday, April 8th | 6:00 PM – 7:00 PM
- Thursday, April 8th | 7:30 PM – 8:30 PM

*All Bonus Presentation slots listed in Eastern Time*

\* Provided by Sponsor; specs and deadlines to be provided at a later date.

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