2020
Commercial Support Prospectus

New York: August 13-15, 2020
Chicago: September, 25–26, 2020
Los Angeles: October, 23–24, 2020
It is our pleasure to invite you to join us and internationally recognized thought leaders for Great Debates and Updates in GI Malignancies (GDU in GI), a legacy gathering that is now part of a multi-conference, US-based series!

These unique, debate-style forums feature nationally recognized thought leaders who take opposing sides on clinical, and sometimes controversial, topics currently disrupting the practice of GI oncology. Through comprehensive review of the latest clinical advancements in gastrointestinal malignancies, robust audience engagement, and ample discussion, participants will leave equipped with practical implications and applications to put into practice immediately.

2020 LOCATIONS AND DATES

Marriott Marquis Times Square, August 13-15

Chicago: Chicago Marriott Downtown Magnificent Mile, September, 25-26

Los Angeles: Marina Del Ray Marriott, October, 23-24

Visit the website for the most up-to-date agenda: gioncologydebates.com

Who We Are

Imedex®, a subsidiary of HMP, is an industry leader in the creation of independent, accredited medical education for healthcare professionals that improves patient care around the world. With an emphasis in oncology, hematology, and gastroenterology, the company develops high-quality scientific programming that translates the latest research into clinically relevant information. Imedex provides more than 50,000 e-learning experiences annually and since 2001, its live conferences have welcomed more than 100,000 attendees. For more information, visit imedex.com.
Support Opportunities

The Great Debates and Updates in GI Malignancies conferences are designed with you in mind!

Support opportunities designed to increase your companies’ recognition across a broader audience and to furnish you with the time to introduce products and services to 400 medical oncologists and other health professionals with a specific interest in treating GI cancers.

Commercial Supporters of this series will be acknowledged on the following materials in NYC, Chicago, and Los Angeles:

1. Conference signs located throughout the meeting space.
2. Go-to dedicated conference website: gioncologydebates.com
3. Printed Conference Program Guide that includes a full conference agenda and faculty listing.
5. AV background reel active during pre-/break/post-meeting in plenary session.

Three Conferences One Sponsorship

There are many unique support opportunities designed to fit any budget or engagement objective. Please note that all opportunities must comply with the ACCME’s Standards of Commercial Support™. Imedex will review all materials (print and/or electronic) to ensure compliance to all relevant guidelines.
Support levels

**GOLD SUPPORTER**

$45,000

- Exclusive invitation to join us for all three Faculty Welcome Receptions
  - Mix & Mingle!
  - Reserved cocktail-style tabletop to meet with faculty and guest KOLs
  - 3 company representatives per reception
- Your product featured on a full-page full-color advert (your placement choice) in the printed Conference Program Guide distributed at all conferences
  - Showcase your product brand! Be seen!
  - Select from placement inside FC, inside BC, or center spread R
  - Only printed copy of the course agenda and faculty listing
- Placement choice determined by date of signed letter of agreement
- Your digital banner ad in the Conference Mobile App
- Acknowledgement as a Gold Supporter on all Conference materials
- 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**

$30,000

- Custom Conference Lanyards
  - Custom print lanyards at all three Conferences
  - Your corporate or product logo prominently featured on the official conference lanyard used by all attendees
- Your product featured on a full-page full-color advert (inside page) in the printed Conference Program Guide distributed at all conferences
- Your digital banner ad on the GDU GI Conference Mobile App
- Acknowledgement as a Silver Supporter on all Conference materials
- True 10’ x 10’ booth space
  - Draping on three sides
  - Can accommodate construction or “pop-up booth” structure
- Four complimentary registrations per conference

**EXHIBIT I**

$11,250 (all conferences)

- Logo acknowledgement as an Exhibitor on all conference materials
- Tabletop booth space with 6-foot draped table and two chairs
- Two complimentary registrations per conference

**EXHIBIT II**

$5,000 (single conference)

- Logo acknowledgement as an Exhibitor II on all conference materials
- Tabletop booth space with 6-foot draped table and two chairs
- Two complimentary registrations per conference contracted
Attendee Engagement Opportunities

Product Theater Slot Features

60 MINUTES OF UNINTERRUPTED TIME TO ENGAGE YOUR TARGET AUDIENCE!

NYC – 5 Slots Available
Exclusive! Friday Only.

Chicago / LA – 3 slots available

Product Theater ancillary event details:
› Promotional programs/Product Theaters are welcome!
› Room set inclusive of: Room set in rounds
  • Afternoon Innovation Reception set in cocktail rounds
  • 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 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 Great Debates and Updates in GI Malignancies. It is not organized or endorsed by Imedex.
› Proposed topics, agenda, and marketing must be pre-approved by the Conference Program Committee

Product Theater Slot With Promotional Marketing

$50,000
› Lunch
› 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 the Conference app
  • Client provides digital ad content
› All food and beverage provided by Conference

Product Theater Lunch Slot With No Promo Marketing

$40,000
› Lunch
  • Potential for one competing program
› One interactive digital banner ad with active link on the Conference app
  • Client provides digital ad content
› All food and beverage provided by Conference

Afternoon Innovation Reception With Promotional Marketing

$30,000
› Afternoon Innovation Reception
  • 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

EXTEND THE REACH OF YOUR PRODUCT THEATER

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 and Gastro360 sites. Let them know it is there!

Slide distribution: $3,000
Distribute ancillary event slides to all attendees of Conference
Attendee Engagement Opportunities

Note: 10% savings will apply to any Product Theater combination.

### Meet-The-Expert Sponsored Breakfasts

**$15,000 Each**

- NYC Only
- 3 Concurrent 45-minute breakfasts
- KOL presentation on current topic in GI Cancer
- Intimate setting to accommodate 25 ppl
- Sponsorship is per breakfast session and exclusive to one sponsor
- Option to have two company representatives attend sponsored breakfast

### Case Study

**$35,000 / Exclusive!**

- 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
- Acknowledgement in the Conference Program Guide and from the KOL panel at the beginning/end of the session

### Fellows Session

**$20,000 / Exclusive!**

- Interact with the future of GI cancer! Fellows who engage and understand your product will be the KOLs of tomorrow!
- Cases presented by an expert panel to be discussed with 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
  - Acknowledgement of support in the Conference Program Guide and from the KOL panel at the beginning/end of the session

### Satellite Symposia

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:

**Amanda Mulder**
a.mulder@imedex.com

Note: 10% savings will apply to any Product Theater combination.
### Branding Opportunities

**Web Key With Conference Presentations**  
$15,000 / Exclusive!  
› Fantastic and effective booth driver!  
› Conference presentations conveniently provided to attendees on a web key  
› Distributed by your booth staff

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

**Wall Clings/Banners**  
$6,500  
› Four slots available  
› A product brand statement attendees can’t miss!

**Column Wraps**  
$6,500  
› Four wraps available  
› Wrap up your product brand for all to see!

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

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

**Package Conference Bag Wrap and Lanyards**  
$15,000 / Exclusive!  
› Be the first thing they see as they familiarize themselves with GDU in GI!

**Conference Bag Inserts**  
$3,500  
› Promote your Ancillary 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
Oncology Learning Network is a robust oncology portal that delivers clinical information to the oncology community.

- CME
- News
- Research reviews
- KOL Viewpoints
- Peer-to-peer Discussions

Multimedia content is organized by specialty channel ensuring that oncology healthcare providers have access to the practical information they need to provide high-quality, evidence-based care and greater value for their patients.

GDU in GI Digital Opportunities

GDU in GI KOL Insights

- On-site Video Interviews
  (NYC, Chicago, and LA)

MEDIA BUY OVERVIEW
On-site video interviews with KOLs at GDU and GI NYC, Chicago, and LA
- Banner ad roadblock of conference insights video
  - 100% SOV
  - Timing: August 2020
  - 60 days
- Banner ad roadblock of traffic driver eNLs
  - 100% SOV
- Four themed eNewsletters
- Engagement-based pricing:
  - CPE: $125
  - Guaranteed engagements: 400
  - Total budget: $50,000

GDU in GI Conference Series

- Newsroom
  (NYC, Chicago, and LA)

MEDIA BUY OVERVIEW
View the latest updates and information related to GDU in GI Malignancies
- Banner ad placement on newsroom page
  - 3 eNewsletters (Pre, During, Post)
  - SOV based on number of advertisers (eight max. messages)
  - Timing: March 2020
  - 30 days
- Engagement-based pricing
  - CPE: $50
  - Guaranteed engagements: 1,000
  - Total budget: $25,000
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 Great Debates and Updates in GI Malignancies 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 Great Debates and Updates in GI Malignancies must commit to it in writing by completing the Supporter Application Form on page 8. 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 LOA GUIDELINES: A fully executed 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 with payment due 30 days from the date of the signed agreement or prior to the start of the Conference, whichever is earlier. Payments not received by this deadline are subject to late fees. Companies with an unpaid invoice at the start of the Conference will not have clearance to set up exhibits and/or hold your symposium.

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 CONTACTS
Stacy Brandau
Director, Business Development
Phone: +1 (404) 384-8416
Email: s.brandau@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
Support Opportunities Application Form

COMPANY NAME (please type or print)

CONTACT NAME

TITLE

ADDRESS

CITY STATE ZIP COUNTRY

EMAIL PHONE

AUTHORIZED SIGNATURE DATE

SUPPORT OPPORTUNITIES

☐ Gold Supporter .......................................................... $45,000
☐ Silver Supporter .......................................................... $30,000

EXHIBIT OPPORTUNITIES

☐ Exhibit I (10x10) ........................................ $11,250 (both conferences)
☐ Exhibit II (Tabletop) ........................................ $5,000 (single conference)

ANCILLARY EVENT OPPORTUNITIES

☐ Product Theater (Lunch w/ Promo) .................... $50,000
☐ Product Theater (Lunch) ...................................... $40,000
☐ Product Theater (Evening Innovation Reception) .... $30,000

ENGAGEMENT/BRANDING OPPORTUNITIES

☐ Live Stream .............................................................. $25,000
☐ Video On-Demand ................................................ $15,000
☐ Slide Distribution .................................................... $3,000
☐ Meet-The-Expert Sponsored Breakfasts ................ $15,000 Each
☐ Case Study ............................................................... $35,000
☐ Fellows Session ....................................................... $20,000
☐ Web Key With Conference Presentations .............. $15,000
☐ Recharge Station ....................................................... $15,000
☐ Wall Clings/Banners (Four Slots Available) ........ $6,500
☐ Column Wraps (Four Wraps Available) ................. $6,500
☐ Conference Bag Wrap ............................................. $12,000
☐ Lanyards ................................................................. $5,000
☐ Package Conference Bag Wrap And Lanyards ........ $15,000
☐ Conference Bag Inserts ............................................ $3,500
☐ Conference Eblast ................................................... $3,500
☐ Meeting Rooms ....................................................... $5,000

DIGITAL OPPORTUNITIES

☐ KOL Insights: On-site Video Interviews ................ $50,000
☐ Conference Series Newsroom ................................ $25,000

Note: Pricing listed is for a single conference, unless otherwise noted.

Please complete this form and send to:

Stacy Brandau
Email: s.brandau@imedex.com

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