



Chinese American Hematologist and Oncologist Network
美国华裔血液与肿瘤专家学会

September 29, 2020

Dear Colleague,

We would like to invite your organization to consider **supporting CAHON's New York Oncology Forum (NYOF) 2020 Virtual Series** as a sponsor. To ensure the health and safety of our program attendees and their patients, we look forward to hosting CAHON's first Virtual New York Oncology Forum! The NYOF will take place over several months via Zoom through a series of webinars on October 24, November 21, and January 16, 2021 from 2:00—4:30 pm EST.

The target audiences are clinicians, nurses, pharmacists, medical students, clinical fellows as well as laboratory and health care related scientists working in the hematology and oncology. This is a non-CME educational program.

Sponsors will have the opportunity to provide a product advertisement (similar to a print ad) that will be shown during the virtual event. Additionally, companies will be able to showcase their products and services through links on the CAHON event website. To fulfill FDA sponsorship requirements, a link will be added to the supporting company's product package insert. Once the link is clicked, a popup window will display the full prescription information.

The purpose of the series is to:

- Offer expert perspectives and practical insights on current oncology advancements in various disease states such as breast, liver, gastrointestinal, hematologic malignancies, and lung cancer.
- Foster collaboration and provide a virtual forum for interaction and collaboration between practicing hematologist and oncologists working in the field.

Attached please find the preliminary program, and a sponsorship package for your consideration. Over 100 attendees are anticipated for this event, including about 80 practicing Oncologists.

CAHON is a 501(c)(3) not-for-profit organization (Tax ID: 20-3662275) founded by Chinese American Hematologists and Oncologists in 2005. The primary mission of CAHON is to foster communications amongst Chinese American medical professionals for the delivery of high-quality health care to patients with neoplastic and hematological diseases, and to promote medical information exchange between the United States and China in the field of hematology and oncology.

Thank you for your consideration.

Regards,

Delong Liu, MD, PhD
Professor of Medicine, New York Medical College
Editor-in-Chief, *Journal of Hematology & Oncology*

Yiwu Huang, MD, PhD
Associate Professor of Medicine
Maimonides Medical Center

New York Oncology Forum (NYOF) 2020 Virtual Series

October 24, 2020; November 21, 2020; January 16, 2021

via Zoom

Preliminary Program

Saturday, October 24, 2020: New Agents and Regimens for GI Malignancies

- 2:00 to 3:00 pm ET: Promotional Program on Liver Cancer
- 3:00 – 4:30 pm: Scientific Presentations
 - 3:00 – 3:30 pm: New Agents and Regimens for Esophageal and Gastric Cancer
Yixing Jiang, MD, PhD – *Greenbaum Cancer Center, University of Maryland*
 - 3:30 – 4:00 pm: New Agents and Regimens for Pancreatic Cancer
Ping Gu, MD, PhD – *MSKCC*
 - 4:00 – 4:30 pm: New Agents and Regimens for Colorectal Cancer
Yue Zhang, MD, MPH – *Virginia Oncology Associates*

Saturday, November 21, 2020: Lung & Breast Series

- 2:00 to 3:00 pm ET: Promotional Program
- 3:00 – 4:30 pm: Scientific Presentations
 - 3:00 – 3:30 pm: Talk 1
TBD
 - 3:30 – 4:00 pm: Talk 2
TBD
 - 4:00 – 4:30 pm: Talk 3
TBD

Saturday, January 16, 2021: Hematological Updates from ASH Series

- 2:00 to 3:00 pm ET: Promotional Program
- 3:00 – 4:30 pm: Scientific Presentations
 - 3:00 – 3:30 pm: Talk 1
TBD
 - 3:30 – 4:00 pm: Talk 2
TBD
 - 4:00 – 4:30 pm: Talk 3
TBD

About CAHON

Founded by Chinese American Hematologists and Oncologists in 2005, CAHON is dedicated to fostering communications among Chinese American medical professionals for the delivery of high-quality health care to patients with neoplastic and hematological diseases, and to promoting the exchange of medical information between the United States and China in the fields of hematology and oncology. CAHON strives to serve as a bridge of medical and educational exchange for its members and between Chinese and American Hematology-Oncology.

Meeting Organizers

Delong Liu, MD, PhD – *New York Medical College*

Yiwu Huang, MD, PhD – *Maimonides Medical Center*

New York Oncology Forum – 2020 Virtual Series Sponsorship Opportunities

October 24, 2020; November 21, 2020; January 16, 2021
via Zoom

Sponsorship Packages (all series)	Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$3,000
Recognition as an Industry Supporter on the CAHON website	12 months	9 months	6 months	3 months	1 month
Product advertisement during the virtual symposium (similar to a print ad)	1-5 Slides	1-4 Slides	1-3 Slides	1-2 slides	1 slide
Company Logo Recognition: <ul style="list-style-type: none">Sponsor acknowledgement slide at the start of the symposiumEvent websiteEvent registration pagePromotional emails	Most Prominent Logo	Prominent Logo	Large-Sized Logo	Medium-Sized Logo	Small-Sized Logo
Sponsor product name listing with package insert pdf file on event website	•	•	•	•	•
Complimentary Registrations	5	4	3	2	1

**A-La-Carte or customized packages are also available*

Please contact Nichole Nikolic, CAHON Executive Director at +1 414 918 9890 or by email at info@cahon.org to discuss these opportunities further.

NYOF 2020 Virtual Series—Sponsor Application & Agreement

Organization Information

Organization Name (*how it should appear in the program*): _____

Exhibit Contact Name: Prefix: _____ (First, MI, Last): _____

Email: _____ Phone: _____

Institution/Company: _____

Position Title: _____

Mailing Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

Website: _____

Sponsor Opportunities

☐ **Bronze: \$3,000**

- Recognition as Industry Supporter on CAHON website for 1 month; small sized logo & description; logo included in event communications and first slide; product advertisement on 1 slide; sponsor product name listing with package insert pdf file on event website; 1 complimentary registration.

☐ **Silver: \$5,000**

- Recognition as Industry Supporter on CAHON website for 3 months; medium sized logo & description; logo included in event communications and first slide; product advertisement on 1-2 slides; sponsor product name listing with package insert pdf file on event website; 2 complimentary registrations.

☐ **Gold: \$10,000**

- Recognition as Industry Supporter on CAHON website for 6 months; large sized logo & description; logo included in event communications and first slide; product advertisement on 1-3 slides; sponsor product name listing with package insert pdf file on event website; 3 complimentary registrations.

☐ **Platinum: \$15,000**

- Recognition as Industry Supporter on CAHON website for 9 months; prominent logo & description; logo included in event communications and first slide; product advertisement on 1-4 slides; sponsor product name listing with package insert pdf file on event website; 4 complimentary registrations.

☐ **Diamond: \$20,000**

- Recognition as Industry Supporter on CAHON website for 12 months; most prominent logo & description; logo included in event communications and first slide; product advertisement 1-5 on slides; sponsor product name listing with package insert pdf file on event website; 5 complimentary registrations.

Agreement

To accept the terms of sponsor agreement, please sign your signature and date below:

Signature

Date

Print a copy of this sponsor and exhibit space and application for your records. **This is your invoice and contract. No additional invoice will be issued.**

Sponsor Application—CONTINUED

Payment Information

Full payment and completed application are due by **October 16, 2020**. Please retain a copy for your records.

TOTAL PAYMENT: \$_____

Payment Options

☐ Check enclosed

Please make checks payable to the Chinese American Hematologist and Oncologist Network

☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

Credit Card Number: _____ Expiration Date: _____

Cardholder's Name: _____ CVV: _____

Cardholder's Signature: _____

☐ Billing address same as organization address

Billing Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

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Milwaukee, WI 53202

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CAHON is a 501(c)(3) not-for-profit organization