



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

# **2022 Support Opportunities Guide**

# About CAHON

## 2020-2022 Board of Directors

---

**Chair – Wenru Song, MD, PhD**

*Kira Pharma*

**President – Chong-xian Pan, MD, PhD**

*University of California Davis Cancer Center*

**Chair-Elect – RuiRong Yuan, MD, PhD**

*VA Medical Center*

**President-Elect – Bo Zhao, MD**

*Virginia Oncology Associates*

**Secretary – Tina Li, MD, PhD**

*University of California Davis Cancer Center*

**Treasurer – Yuxia Jia, MD, PhD**

*Food and Drug Administration*

**Jing-Zhou Hou, MD, PhD**

*University of Pittsburgh Medical Center, Hillman Cancer Center*

**Yiwu Huang, MD**

*Maimonides Medical Center*

**Yi Feng, MD**

*Tennessee Cancer Specialists*

**David Chang, MD, PhD, FACP**

*Virginia Oncology Associates*

**Lei Zheng, MD, PhD**

*Johns Hopkins University School of Medicine*

## About CAHON

---

### **Bridging Cancer Care, Education and Research between China and the United States of America**

Founded in 2005 by Chinese American hematologists and oncologists, CAHON is committed to fostering communication among Chinese American medical professionals with a goal of delivering high-quality health care to patients with neoplastic and hematological diseases. CAHON's mission extends to promoting hematology and oncology medical information exchange between the United States and China. CAHON strives to serve as a bridge among its members and between Chinese and American hematology-oncology communities, furthering medical and educational exchange between these stakeholders.

As a 501(c)(3) non-for-profit organization CAHON is fulfilling its mission to serve as a bridge, by cultivating longstanding domestic partnerships with a wide scope of organizations, including the American Society of Clinical Oncology (ASCO), the American Society of Hematology (ASH), the American Association for Cancer Research (AACR), the Society for Immunotherapy of Cancer (SITC), the Society of Chinese Bioscientists in America (SCBA); and internationally with the China National Medical Products Administration (NMPA) (formerly China FDA), ITOC Association, the Chinese Society of Clinical Oncology (CSCO), CSCO-Committee of Overseas Experts (COE).

## About our Members

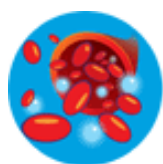
---

CAHON is a growing network serving over 300 medical professionals in the fields of hematology and medical, surgical and radiation oncology; along with fellows in training and industry professionals. CAHON members are experts and leaders in their fields, and work in academia, private practice, industry, government agencies and other areas and representing a large breadth of research interests.

CAHON Members by Work Setting	
Academic Medical Center	46 %
Community Practice	24 %
Industry	15 %
Private Practice	9 %
Government	4 %
Laboratory	2 %

## CAHON Journal

---



**JOURNAL OF HEMATOLOGY  
& ONCOLOGY**

Impact  
Factor  
17.388

*Journal of Hematology & Oncology* (JHO) is the official journal of CAHON. It is an open access journal that publishes top-quality research encompassing all aspects of hematology and oncology. The journal also publishes reviews and research highlights on "hot topics" from leading experts in the field and aims to serve as an international platform for sharing laboratory and clinical findings in an open access format among laboratory scientists, physician scientists, hematologists and oncologists. A rapid turnaround time from submission to publication means that knowledge and new successes can be shared in real time.

# Ways to Support Our Mission in 2022

## CAHON Corporate Partnership

---

By becoming a CAHON corporate partner, you will be recognized as a Diamond level sponsor for the four main educational events taking place in 2022: Community Oncology Forum, New York Oncology Forum, and the Summer and Winter Semi-Annual Symposia (a \$105,000 value). Corporate partners will also be given priority consideration and a 20% discount on sponsored talk opportunities.

**Corporate Partnership Fee:** \$75,000

## Promotional Talk in Conjunction with Select Events

---

Promotional talks may be held in conjunction with select sponsored events. Each promotional talk includes benefits received at the \$10,000 sponsorship level (Silver for COF & Bronze for NYOF) and will include access to over 100 practicing physicians from around the United States.

**Promotional Talk Fee:** \$25,000

## Industry Round Table

---

Serving as an informal Advisory Board, CAHON will assemble up to (10) ten experts in a specific field to provide in-depth feedback and case discussion on a topic of choice. Fees include honorariums for participants and partnership fee for the organization

**Industry Round Table Fee:** \$20,000

## 9<sup>th</sup> Annual New York Oncology Program (NYOF) CAHON Annual Meeting & Awards Banquet

---

**Fall 2022**

**New York City, exact TBD**

*Planned as a primarily in-person event with virtual access available*

The CAHON annual New York Oncology Forum (NYOF) is a one and a half day educational program that includes presentations on new developments and updates from the latest ASH, ASCO and SITC meetings including novel agents for Hematology and Oncology. 2022 will mark the 9<sup>th</sup> year for this annual event and it draws more than 100 clinicians, researchers, medical students, clinical fellows as well as laboratory and health care related scientists working in the hematology and oncology. Approximately 70% of the attendees practice regionally, and 30% travel from other parts of the country.

An exhibition area will be set up away from the educational session throughout the event, for pharmaceutical companies, technology companies and commercial laboratories to showcase their products and services.

## Sponsor and Exhibitor Opportunities - NYOF

Sponsorship Packages	Diamond \$30,000	Platinum \$25,000	Gold \$20,000	Silver \$15,000	Bronze \$10,000
Recognition as an Industry Supporter on the CAHON website	12 months	9 months	6 months	3 months	1 month
Recognition in event promotional materials: event web page, printed program, rotating slides and event signage	Most Prominent Logo & Description	Prominent Logo & Description	Large-Sized Logo & Description	Medium-Sized Logo & Description	Small-Sized Logo & Description
Complimentary Registrations	5	4	3	2	1
Complimentary Meal Tickets to Member Dinner	5	4	3	2	1
Logo Included in Event Communications	•	•	•	•	•
Complimentary Display Table, incl. 2 staff	•	•	•	•	•
Advertisement in Event Program	Full Page	Full Page	Half Page	Half Page	Fourth Page

*\*Promotional talks available for this event*

### Exhibit Display Table, \$2,500

- 6' skirted table top exhibit, 2 chairs
- 2 complimentary event registration with 2 meal tickets. Additional event registrations can be purchased
- Exhibitor name included in exhibitor listing
- Exhibitor name included on event webpage

### Additional Opportunities

**Program Advertisement**, Full Page: \$1,500, Half Page: \$750, Fourth Page: \$375

Color advertisement in event program.

## Community Oncology Forum (COF)

**July 30, 2022**

**Seattle, Washington**

*Planned as a primarily in-person event with virtual access available*

CAHON's Community Oncology Forum is a half-day program that is geared towards practicing oncologists, but will take place virtually this year. The program attracts about 100 attendees including 70 practicing oncologists. Approximately 70% of the attendees practice regionally, and 30% travel from other parts of the country. This is a CME educational program. Specifically, this program offers expert perspectives and practical insights into the use of immunotherapy and targeted treatments in cancer care with focuses on head and neck cancer, breast cancer, lymphoma and leukemia.

## Sponsor and Exhibitor Opportunities – COF

Sponsorship Packages	Diamond \$25,000	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Recognition as an Industry Supporter on the CAHON website	12 months	9 months	6 months	3 months	1 month
Recognition in event promotional materials: event web page, printed program, rotating slides and event signage	Most Prominent Logo & Description	Prominent Logo & Description	Large-Sized Logo & Description	Medium-Sized Logo & Description	Small-Sized Logo & Description
Complimentary Registrations	5	4	3	2	1
Logo Included in Event Communications	•	•	•	•	•
Complimentary Display Table, incl. 2 staff	•	•	•	•	•
Advertisement in Event Program	Full Page	Full Page	Half Page	Half Page	Fourth Page

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

*\*Promotional talks available for this event*

### Exhibit Display Table, \$2,500

- 6' skirted table top exhibit, 2 chairs
- 2 complimentary event registration with 2 meal tickets. Additional event registrations can be purchased
- Exhibitor name included in exhibitor listing
- Exhibitor name included on event webpage

**Program Advertisement, Full Page: \$1,500, Half Page: \$750, Fourth Page: \$375**

Color advertisement in event program.

## Semi-Annual Symposium and Receptions

**Summer – May/June 2022**

**Winter – December 2022**

*Planned as primarily in-person events with virtual access available*

CAHON holds two annual symposium and receptions during ASCO and ASH. The events each attract approximately 100 attendees, including 80 practicing hematologists and oncologists. Approximately 30% of the attendees practice regionally, while 70% travel from throughout the US and China.

The purpose of the programs are to offer expert perspectives and practical insights on current advancements in a variety of cancer treatments, as well as to foster collaboration and provide a forum for interaction and collaboration between hematologists and oncologists.

## Sponsor and Exhibitor Opportunities – Summer & Winter Symposiums

Sponsorship Packages	Diamond \$25,000	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Recognition as an Industry Supporter on the CAHON website	12 months	9 months	6 months	3 months	1 month
Recognition in event promotional materials: event web page, printed program, rotating slides and event signage	Most Prominent Logo & Description	Prominent Logo & Description	Large-Sized Logo & Description	Medium-Sized Logo & Description	Small-Sized Logo & Description
Complimentary Registrations	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Logo Included in Event Communications	•	•	•	•	•
Complimentary Display Table, incl. 2 staff	•	•	•	•	•
Advertisement in Event Program	Full Page	Full Page	Half Page	Half Page	Fourth Page

### Exhibit Display Table, \$2,500

- 6' skirted table top exhibit, 2 chairs
- 2 complimentary event registration with 2 meal tickets. Additional event registrations can be purchased
- Exhibitor name included in exhibitor listing
- Exhibitor name included on event webpage

**Program Advertisement**, Full Page: \$1,500, Half Page: \$750, Fourth Page: \$375

Color advertisement in event program.

Please contact Eli Rehorst, CAHON Administrative & Development Manager at +1 414 918 9890 or by email at [erehorst@cahon.org](mailto:erehorst@cahon.org) to discuss these opportunities further.