



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

Dear Colleague,

We would like to invite your organization to consider **supporting CAHON's New York Oncology Forum (NYOF) 2021 Virtual Series** as a sponsor or exhibitor. The NYOF will be a two-part webinar event taking place via Zoom on November 20, 2021 and January 15, 2022 from 1:00—5:00 pm EST. The interactive format will feature three presentations, a case study, and include time for questions and answers.

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. Approximately 100 attendees are expected to participate in this year's NYOF Virtual Series along with about 70 practicing oncologists. Attached please find the preliminary program and a sponsorship package for your consideration.

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. New this year is the opportunity for exhibitors to virtually connect with attendees through individual video chats using an interactive platform for a virtual exhibit hall.

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.

Best Wishes,

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) 2021 Virtual Series

November 20, 2021; January 15, 2022

1:00 pm – 5:00 pm EST

via Zoom

Preliminary Program

Saturday, November 20, 2021

1:00 pm	Opening Remarks Delong Liu, MD, PhD – <i>New York Medical College</i>
1:00 – 2:00 pm	Discussion of BRUKINSA in newly approved indications: WM and R/R MZL <i>Sponsored by Beigene</i>
2:00 – 3:30 pm	Scientific Presentations
2:00 – 2:25 pm	New agents and regimens for GU cancer Alice Fan, MD – <i>Stanford University</i> Moderator: Jiangsong Zhang, MD – <i>Moffitt Cancer Center</i>
2:25 – 2:50 pm	New agents and regimens for neuroendocrine tumors Diane Reidy-Lagunes, MD – <i>MSKCC</i> Moderator: Ping Gu, MD – <i>MSKCC</i>
2:50 – 3:20 pm	Advances in CAR-T and cellular therapy Michel Sadelain, MD, PhD – <i>MSKCC</i> Moderator TBD
3:20 – 3:30 pm	Sponsor/Exhibitor Introductions
3:30 – 3:50 pm	Visit the Exhibitors & Networking
3:50 – 4:15 pm	Solid tumor Case Discussion: Session chair: Bo Zhao, MD – <i>Virginia Oncology Associates</i> Presenter TBD Moderator TBD
4:15 pm	Closing Remarks Delong Liu, MD, PhD – <i>New York Medical College</i>
4:15 - 5:00 pm	CAHON annual award ceremony: LAA and AAA
5:00 – 5:30 pm	CAHON Members-Only Virtual Networking

Saturday, January 15, 2022

1:00 pm	Opening Remarks <i>Yiwu Huang, MD, PhD – Maimonides Medical Center</i>
1:00 – 2:00 pm	Promotional Talk <i>Sponsored by Community Health Marketing/Eisai</i>
2:00 – 3:30 pm	Scientific Presentations
2:00 – 2:30 pm	Current Therapy for CNS Lymphoma <i>Tracy Batchelor, MD – Harvard University</i> Moderator TBD
2:30 – 3:00 pm	Post-ASH Updates Presenter TBD Moderator TBD
3:00 – 3:30 pm	New agents and regimens for gynecological cancer <i>Yiqing Xu, MD, PhD – Maimonides Medical Center</i> Moderator: Jane Liu, MD – Illinois CancerCare
3:30 – 4:00 pm	Hematology Case Discussion: Session chair: Hongtao Liu, MD, PhD – University of Chicago Medical Center Presenter TBD Moderator TBD
4:00 pm	Closing Remarks <i>Yiwu Huang, MD, PhD – Maimonides Medical Center</i>
4:00 – 5:00 pm	Visit the Exhibitors & Networking

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.

Conference chairs

Delong Liu, MD, PhD – New York Medical College

Yiwu Huang, MD, PhD – Maimonides Medical Center

New York Oncology Forum – 2021 Virtual Series

Sponsorship & Exhibitor Opportunities

November 20, 2021; January 15, 2022

via Zoom

Sponsorship Packages (all series)	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
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 symposium Event website Event registration page Promotional 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
Virtual Exhibit “Booth”	•	•	•	•	•

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

Virtual Exhibit, \$1,500

- 2 complimentary event registrations
- Company labeled virtual breakout room for attendee interaction
- Exhibitor name included on event webpage and rotating slides during the virtual event

Please contact Eli Rehorst, CAHON Development Manager at erehorst@cahon.org to discuss these opportunities further.

NYOF 2021 Virtual Series—Sponsor/Exhibitor 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: \$10,000**

- 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; virtual exhibit booth.

☐ **Silver: \$15,000**

- 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; virtual exhibit booth.

☐ **Gold: \$20,000**

- 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; virtual exhibit booth.

☐ **Platinum: \$25,000**

- 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; virtual exhibit booth.

☐ **Diamond: \$30,000**

- 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; virtual exhibit booth.

Exhibit Opportunity

☐ **Exhibit Display Table: \$1,500**

- Company labeled virtual breakout room; Recognition as an exhibitor on the CAHON event website and rotating event slides; 2 complimentary registrations.

Sponsor Application—CONTINUED

Payment Information

Full payment and completed application are due by **November 5, 2021**. 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: _____

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.**

CAHON Executive Office

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