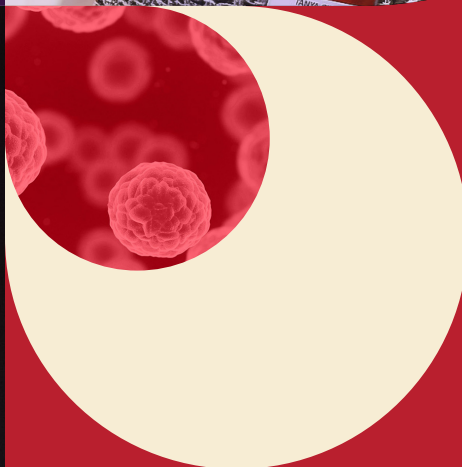




October 14–17, 2025
NEW YORK CITY, NY



Supporter Prospectus



Progress Starts Here

Through a dynamic approach that includes clinical controversies, lively debates, and engaging lectures, attendees will gain a comprehensive understanding of the evolving perspectives and treatment strategies for lymphoma, myeloma, acute leukemia, myeloid malignancies, and chronic lymphocytic leukemia. Congress participants have never been more engaged and eager to hear from some of the most respected thought leaders in the industry.

Guided by more than 60+ key opinion leaders in the fields of molecular biology, pathology, immunology, and translational and clinical research, LL&M Congress provides a stimulating and interactive forum for attendees from all relevant medical specialties who are interested in the developments that lead to improved patient care. Also, attendees have the added benefit of visiting the cultural kaleidoscope that is New York City during one of the most beautiful times of the year.

We look forward to working with you to further your brand awareness initiatives within this important provider community.

October 14–17, 2025

New York City, NY



CONGRESS CHAIR

Morton Coleman, MD
Weill Cornell Medicine
New York, New York



CO-CHAIR, LYMPHOMA SESSION

John P. Leonard, MD
Weill Cornell Medicine
New York, New York



CO-CHAIR, MYELOMA SESSION

Ruben Niesvizky, MD
Weill Cornell Medicine
New York, New York



CO-CHAIR, CHRONIC LYMPHOCYTIC LEUKEMIA SESSION

Richard R. Furman, MD
Weill Cornell Medicine
New York, New York



CO-CHAIR, LEUKEMIA SESSION

Gail J. Roboz, MD
Weill Cornell Medicine
New York, New York

This program features **4 days of comprehensive learning** as we analyze emerging data, explore innovative treatment methods, and get a glimpse into the future of lymphoma, myeloma, and leukemia disorders.

The Lymphoma, Leukemia & Myeloma Congress will welcome more than 1,000 hematologists, oncologists, and other healthcare professionals involved with or interested in the therapeutic management of patients with lymphoproliferative and other plasma cell disorders.

Acute Leukemia & Myeloid Malignancies

- AML
- MDS
- MPN
- Challenging Topics in Leukemia

Chronic Lymphocytic Leukemia

- New and Basic Science
- Treatment Approaches:
Sequential and Combinatorial
- BTKis and CAR-T in CLL

Lymphoma

- Basic Science—What's New and Exciting?
- Approaches in Indolent Lymphoma
- Management of Non-Indolent Lymphomas
- Aggressive Lymphomas
- Waldenström's Macroglobulinemia

Multiple Myeloma

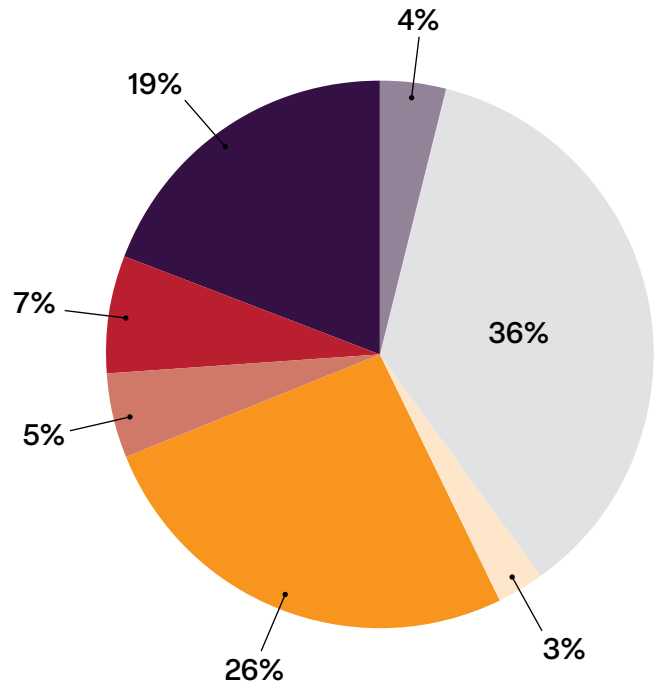
- Biology and Pathology for Clinicians
- Upfront Treatment of Myeloma
- Evolving Options in Multiple Myeloma
- Treatment in Relapsed / Refractory Multiple Myeloma



Participant Demographics

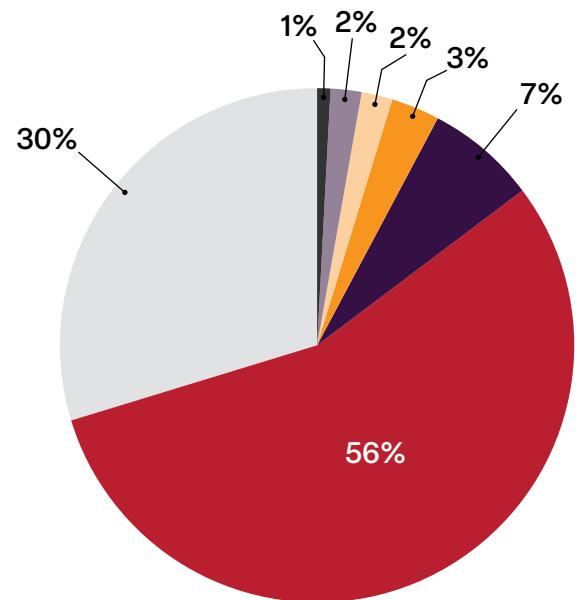
Learners by Profession

- MD
- PhD
- PharmD
- PA
- Addiction Professional
- NP
- Other



Learners by Specialty

- Oncology
- Internal Medicine
- Immunology
- Hospital Medicine
- Hepatology
- General Practice
- Other



Support Opportunities

There are many support options, designed to fit any budget and need.
Each level of support offers unique opportunities to reach all Congress attendees.

Platinum Supporter

\$125,000*

- Logo on Congress bag
- Logo on Platinum Supporter column build-out
- Acknowledgment as a Platinum Supporter on Congress materials
- Logo on cocktail round in exhibit area
- Ability to host an ancillary event / innovation theater
- 8' x 10' exhibition booth (can accommodate a build-out)**
 - 6' draped table
 - Two chairs and a wastebasket
- First right to expand to 8' x 20' (additional option to buy up booth space at \$125 per square foot)
 - Can accommodate a full exhibition build-out
- 50-word company description or mission statement in the printed Congress Program Guide distributed to all attendees
- One interior full-page advertisement in the Congress Program Guide
- One Bag Insert in Congress bag
- One custom eBlast sent to all registered attendees
- Digital advertisement on LL&M Congress Newsroom (Oncology Learning Network)
- Ten registrations (five exhibit and five full registrations)

Gold Supporter

\$75,000*

- Logo on Congress bag
- Logo on Gold Supporter column build-out
- Acknowledgment as a Gold Supporter on Congress materials
- Logo on cocktail round in exhibit area
- Ability to host an ancillary event/ innovation theater (see page 7; additional fee applies)
- 8' x 10' exhibition booth (can accommodate a build-out)**
 - 6' draped table
 - Two chairs and a wastebasket
- First right to expand to 8' x 20' (additional option to buy up booth space at \$125 per square foot)
 - Can accommodate a full exhibition build-out
- 50-word company description or mission statement in the printed Congress Program Guide distributed to all attendees
- One interior full-page advertisement in the Congress Program Guide
- Seven registrations (four exhibit and three full registrations)

Silver Supporter

\$50,000*

- Logo on Silver Supporter column build-out
- Acknowledgment as a Silver Supporter on Congress materials
- Logo on cocktail round in exhibit area
- 8' x 10' exhibition booth (can accommodate a build-out)**
 - 6' draped table
 - Two chairs and a wastebasket
- First right to expand to 8' x 20' (additional option to buy up booth space at \$125 per square foot)
 - Can accommodate a full exhibition build-out
- 50-word company description or mission statement in the printed Congress Program Guide distributed to all attendees
- One interior half-page advertisement in the Congress Program Guide
- Five registrations (three exhibit and two full registrations)

*As a courtesy, nonprofit organizations and publishers are eligible for a 50% discount on the exhibit fee.

**Custom furniture, booth build-out, plants, etc., are available through the Congress expo vendor at the exhibitor's expense.

LL&M management will review all materials (print and electronic) to ensure compliance with all relevant guidelines.



Exhibit Opportunities

Exhibit Opportunities

8' x 10' Booth **\$15,000**

- Acknowledgment as an Exhibitor on Congress materials
- 8' x 10' exhibition space with full pipe-drape on three sides
- Can accommodate a pop-up exhibit stand**
 - 6' draped table
 - Two chairs and a wastebasket
- Three exhibitor-only registrations
- The opportunity to contract multiple exhibit locations if desired (i.e., medical affairs and commercial exhibition)

8' x 10' Deluxe Booth **\$20,000**

- Acknowledgment as an Exhibitor on Congress materials
- 8' x 10' exhibition space with full pipe-drape on three sides
- Can accommodate a pop-up exhibit stand**
 - 6' draped table
 - Two chairs and a wastebasket
- Three exhibitor-only registrations
- Two e-blasts
- Push notification

*As a courtesy, nonprofit organizations are eligible for a 50% discount on the exhibit fee.

**Custom furniture, booth build-out, plants, etc., are available through the Congress expo vendor at the exhibitor's expense.

Customer Engagement Innovation Theater Opportunities

Requires Gold Support (see page 5)

- 1 hour of podium time
- Topic and speaker of your choice
- Program organizer is responsible for all marketing/audience generation for the event
- LL&M management is responsible for basic AV equipment
- LL&M management is responsible for coordinating food and beverage*

**Food and beverage are paid for by attendees as a part of their registration fee.*

A signed Letter of Agreement is required to reserve your preferred slot. Applications are considered in the order they are received.

Please contact Mary Ellen Guerrlich at 203.945.7098 or mguerrlich@hmpglobal.com to request an application.



LEUKEMIA DAY — Tuesday			
Service	Attendee Goal	Fee	Availability
Breakfast	40	\$70,000	
Lunch	80	\$95,000	
Lunch	80	\$95,000	
Lunch	80	\$95,000	

LYMPHOMA DAY — Wednesday			
Service	Attendee Goal	Fee	Availability
Lunch	80	\$95,000	
Lunch	80	\$95,000	
Lunch	80	\$95,000	
Dinner	50	\$75,000	

MULTIPLE MYELOMA DAY — Thursday			
Service	Attendee Goal	Fee	Availability
Lunch	80	\$95,000	
Lunch	80	\$95,000	
Lunch	80	\$95,000	
Dinner	50	\$75,000	

CHRONIC LYMPHOCYTIC LEUKEMIA DAY — Friday			
Service	Attendee Goal	Fee	Availability
Lunch	80	\$95,000	
Lunch	80	\$95,000	
Lunch	80	\$95,000	

Marketing materials must include the following disclaimer:

This Innovation Theater non-CME presentation is taking place during the Lymphoma, Leukemia & Myeloma Congress. The opinions and recommendations expressed do not necessarily reflect the views of the Lymphoma, Leukemia & Myeloma Congress or HMP Global.

This program is not intended or eligible for continuing education (CME/CE) credits and does not meet guidelines governing CME/CE. By having your badge scanned, you consent to share/receive information with/from the sponsor. Please speak with a Lymphoma, Leukemia & Myeloma Congress representative if you wish to opt out.

**Food and beverages are provided by LL&M Management. Lymphoma, Leukemia & Myeloma Congress attendees have paid for meals as part of their conference registration fee.*

Support Opportunities Marketing and Branding

Column Wraps in Congress Lobby

\$20,000
PER COLUMN

- Can't-miss branding opportunity!
- Columns located in the registration area
- Wrapped on all four sides
- Wraps begin 3.5' from the floor and reach up to 10', including 2' of Congress branding

Congress Badge Lanyards **\$50,000 SOLD** (EXCLUSIVE)

- Your logo, front and center!
- Support of the required Congress badge lanyards
- White lanyard with two-color logo
- Corporate branding
- 1,000 lanyards

Congress Bag Tag

\$12,500

- Each Congress attendee will receive a useful tote bag upon registration
- Place your product message on a full-color removable tag placed prominently on each bag
- 1,000 bag tags

Escalator Branding

\$30,000

- You've got them, coming and going!
- Surface graphic applied to the interior side walls of the up and down escalator frames
- Escalator leads directly from the hotel lobby to the Congress registration area and ballroom

Faculty Dinner (EXCLUSIVE)

\$125,000 SOLD

- Exclusive supporter of the Friday night dinner and event
- Option to have a tabletop exhibit in entryway
- Dinner, beer, and wine will be served

Sponsorship Level Required

Staircase Branding

\$35,000 SOLD
PER STAIRCASE

- Display your product branding in this high-traffic area!
- 22 stairs leading from the lobby level up to the Congress level
- Highly visible as attendees make their way to the main Congress level

Welcome Reception

\$25,000

- Supporter of the Tuesday night reception
- Acknowledgment of support on bag insert inviting all attendees to the reception, plus signage around the room
- Option to have a tabletop exhibit in the entryway
- Beer, wine, and heavy hors d'oeuvres will be served

WiFi Support (EXCLUSIVE)

\$40,000 SOLD

- Exclusive supporter of the Congress WiFi
- Sponsorship includes custom login and password codes
- Acknowledgment of sponsorship on printed postcards distributed during Congress Registration
- Three meterboards placed throughout the Congress Center

Bag Insert \$7,500

- Promote your ancillary event!
- Option to supply a brochure to be placed in the Congress bag
- Can be product-branded or contain information on a clinical trial
- Must be approved by LL&M Management
- Printed and delivered to the Congress venue in time for bag stuffing (details to be provided)
- Minimum 1,000 pieces required

Congress App and Interactive Program Planner \$25,000

- Attendees can create their own Congress agenda on the mobile app
- Access key Congress information and speaker e-materials, tag slides, and take notes
- Available for iOS and Android
- Approximately 75% of delegates actively use the Congress App and Program Planner

Congress Breaks \$15,000 PER BREAK

- Provide refreshments to the Congress attendees by supporting the Congress breaks
- All breaks will be held in the Exhibit Hall to ensure high traffic and high visibility
- Supporter will be acknowledged through logo signage during each break

Custom eBlast \$10,000

- eBlast promoting your products or ancillary event sent to all attendees
- Supporter provides HTML file to LL&M Management for approval

Daily eNL (EXCLUSIVE) \$25,000

- Banner ad placement on our daily eNewsletters during the meeting

FEATURED Congress Hotel Keycards (EXCLUSIVE) \$40,000

- This is the best way to present your brand logo to attendees—they won't miss it!
- Keycards are specially designed for the Lymphoma, Leukemia & Myeloma Congress and will feature your company logo or product

Congress Program Guide Ad (Pricing Below)

- Comprehensive guide to the Congress
- Includes the official program schedules with room assignments and exhibitor listings

Two opportunities to place a full-page, color product ad

Inside front cover of print publication	\$5,000
Back cover of print publication	\$10,000

Other opportunities to place a four-color product ad

Interior full-page ad	\$3,000
Interior half-page ad	\$2,000
Interior quarter-page ad	\$1,500

LL&M Management will review all materials (print and electronic) to ensure compliance with all relevant guidelines.

Digital Sign **\$20,000 (50% sov) SOLD** **\$30,000 (100% sov) SOLD**

- Exclusive use of a flat-screen video monitor to run an all-day continuous video message
- Promote your ancillary event!
- Monitors will be placed in high-traffic areas of the Congress space
- Video content can be product-branded if placed in the Exhibit Hall
- Three monitors available

Floor Decals **\$10,000**

- Company or product branding throughout Congress area (comes with 3 placements)

"Know Before You Go" Email **\$20,000** (EXCLUSIVE)

- Banner ad placement on our Preconference email with important agenda details

Post-Congress eBlast **\$25,000** (EXCLUSIVE)

- Thank you and end-of-show wrap-up sent to all attendees after the congress

Meterboard Sign **\$10,000**

- High-profile 19" W x 72" H meterboard sign promoting your product and/or ancillary event to all attendees
- Total of six meterboard signs available

Room Door Drops **\$17,500 (PER DROP)** **\$50,000 (THREE DROPS)**

- Six drop times are available: PM on Tuesday; AM/PM Wednesday and Thursday; AM on Friday
- The brochure design can be corporate and/or product-branded
- Brochures will be placed in a clear plastic bag
- Supporter is responsible for submitting brochures to LL&M Management for approval prior to printing, printing the number of pieces specified by the Congress organizer, and shipping to the Expo organizer by the communicated deadline

Wall Clings **\$15,000** (TWO WALLS AVAILABLE) **PER WALL**

- Located at the end of the transition promenade and outside the Exhibit Hall and general session
- Display your product branding in a high-traffic area

FEATURED Welcome Table Tent **\$25,000** (EXCLUSIVE)

- In Congress attendee guest rooms
- Place your corporate and/or product message on a highly visible table tent located in the Congress attendees' guest rooms
- Materials must be created and shipped by the sponsor. LL&M will manage on-site logistics.

Recognition

All companies that provide commercial support to the Lymphoma, Leukemia & Myeloma Congress will be acknowledged in on-site materials and signage. Commercial exhibit acknowledgments will include company logo.

Initial Agreement

Supporters that show interest in a marketing opportunity must commit to it in writing by completing the Marketing Opportunities Application form. Upon receipt of the form, the support level/slot will be reserved for 30 days from the date of the form, and a Letter of Agreement (LOA) will be issued by HMP Global.

Executed LOA Guidelines

A fully executed LOA must be received at the HMP Education office within 30 days of the LOA's issue date, or the item will be made available to other interested supporters. All signed agreements are final. All commitments are non-cancellable, 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 Congress. Payments not received by this deadline are subject to late fees. Companies with an unpaid invoice at the start of the Congress will not have clearance to set up exhibits and/or hold their ancillary event.

Important Items and Dates

Remit Payment to

HMP Global

PO Box 22153
New York, NY 10087-2153

Please include a copy of the invoice and/or purchase order with payment.

Supporter Opportunity Contact

Mary Ellen Guerrich

Senior Director, Hematology Events
203.945.7098
mguerrich@hmpglobal.com

Congress Organizer

HMP Global

70 E Swedesford Road
Suite 100
Malvern, PA 19355

610.560.0550

hmpglobal.com



COMPANY NAME (Please complete as it should appear in the Conference Guide)

COMPANY ADDRESS

CITY

STATE

ZIP

COUNTRY

COMPANY PHONE

COMPANY WEBSITE

CONTACT NAME

CONTACT TITLE

CONTACT EMAIL

CONTACT PHONE

AUTHORIZED SIGNATURE

DATE

Please note that by submitting this form, you agree that your sponsorship is subject to the conditions and terms provided, which, upon acceptance by Lymphoma, Leukemia & Myeloma Congress, will become a binding contract between you, as the Sponsor, and Lymphoma, Leukemia & Myeloma Congress.

Support Levels

☐ Exhibit Booth

8'x 10'

\$15,000

☐ Deluxe Exhibit Booth

8'x 10'

\$20,000

☐ Platinum Support

\$125,000

☐ Gold Support

\$75,000

☐ Silver Support

\$50,000

Engagement/Branding Opportunities

- | | |
|---|---|
| <input type="checkbox"/> Bag Insert \$7,500 | <input type="checkbox"/> Floor Decals \$10,000 |
| <input type="checkbox"/> Column Wraps (per column) \$20,000 | <input type="checkbox"/> "Know Before You Go" Email \$20,000 |
| <input type="checkbox"/> Congress App \$25,000 | <input type="checkbox"/> Post-Congress eBlast \$25,000 |
| <input type="checkbox"/> Congress Bag Tag \$12,500 | <input type="checkbox"/> Meterboard Sign \$10,000 |
| <input type="checkbox"/> Congress Break \$15,000 | <input type="checkbox"/> Room Door Drops \$17,500 (1) or \$50,000 (3) |
| <input type="checkbox"/> Congress Hotel Keycards (Exclusive) \$40,000 | <input type="checkbox"/> Staircase Branding (per staircase) \$35,000 |
| <input type="checkbox"/> Congress Lanyards (Exclusive) \$50,000 | <input type="checkbox"/> Wall Cling (per wall) \$15,000 |
| <input type="checkbox"/> Congress Program Guide Ads \$1,500, \$2,000, \$3,000, \$5,000, or \$10,000 | <input type="checkbox"/> Welcome Reception \$25,000 |
| <input type="checkbox"/> Custom eBlast \$10,000 | <input type="checkbox"/> Welcome Table Tent (Exclusive) \$25,000 |
| <input type="checkbox"/> Daily eNL (Exclusive) \$25,000 | <input type="checkbox"/> WiFi Support (Exclusive) \$40,000 |
| <input type="checkbox"/> Escalator Branding \$30,000 | |
| <input type="checkbox"/> Faculty Dinner \$125,000 | |
| <input type="checkbox"/> Digital Sign \$20,000 (50% SOV)
\$30,000 (100% SOV) | |

Please complete this form and send to

Mary Ellen Guerrlich

mguerrlich@hmpgglobal.com

This form indicates the policies and regulations set forth as part of the contract with Lymphoma, Leukemia & Myeloma Congress, part of HMP Global. Lymphoma, Leukemia & Myeloma Congress reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the conference. Lymphoma, Leukemia & Myeloma Congress reserves the right to decline, prohibit, and/or deny any exhibit or sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

1. EXHIBITOR'S INFORMATION KIT: A complete Exhibitor's Information Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be sent via email to each exhibitor after confirmation of space assignments. The official decorating company of the Event will also provide instructions within the Kit so forms may be processed online.

2. GENERAL EXHIBIT INFORMATION: All exhibits must be set up by the time and date in the conference Exhibitor Information Kit. The exhibits officially close at the time and date in the Exhibitor Information Kit. No exhibitors may dismantle exhibits until the official closing time. Lymphoma, Leukemia & Myeloma Congress reserves the right to assign booth space.

3. EXHIBITOR SERVICES: The official decorating and drayage company of the Event will provide and distribute an Exhibitor Information Kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

4. DISPLAY RULES AND REGULATIONS: Lymphoma, Leukemia & Myeloma Congress follows the IAEE Guidelines for Display Rules and Regulations: hmpglobal.com/meetings/IAEEGuidelines.pdf

5. EXHIBIT COORDINATOR: The Exhibitor Information Kit will provide an exhibitor contact. For identified events, the official decorating company will direct and manage all of the following services and will have a service desk in operation at the time of installation and dismantle: Exhibitor's Information Kit distribution, furnishings, labor, rent or exhibit displays, signage, material handling services and transportation services.

6. PHOTOGRAPHY IN THE EXHIBIT HALL: The use of cameras (including but not limited to cellular phones, film, digital, video taking or image or sound capturing) or audio taping equipment is prohibited anywhere during the conference without prior permission from Lymphoma, Leukemia & Myeloma Congress.

7. SUBLETTING OF SPACE: The exhibitor agrees that the display will be confined to the area of space reserved and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

8. ARRANGEMENT OF EXHIBITS: The exhibitor agrees to manage their exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of Lymphoma, Leukemia & Myeloma Congress as to what constitutes such obstruction or interferences will be final.

9. CARE OF SPACE: The exhibitor agrees not to deface, injure, or mar the exhibition hall of the venue, any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor will be liable to Lymphoma, Leukemia & Myeloma Congress and/or the venue for any damage resulting to such exhibition hall, furniture and fixtures contained therein, and/or such property placed therein by Lymphoma, Leukemia & Myeloma Congress, which will occur by reason of the commission or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor will defend and hold harmless Lymphoma, Leukemia & Myeloma Congress from all claims and suits against Lymphoma, Leukemia & Myeloma Congress arising from the aforesaid commissions or omissions of the exhibitor and/or their agents, servants, or employees. All material used by exhibitors must conform to the requirements of the fire department of the city in which the venue is located.

10. INSURANCE: Lymphoma, Leukemia & Myeloma Congress assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure personnel or goods against injury, theft, damage by fire, accident, or other cause must do so at their own expense.

11. SECURITY: Lymphoma, Leukemia & Myeloma Congress and the venue are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the exhibit floor.

12. LIABILITY: Lymphoma, Leukemia & Myeloma Congress will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the exhibit hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder, impossibility of performance created by lay or any public authority, and/or for any cause beyond its control or the control of the venue.

13. CHILDREN: Under no circumstances will children under the age of 18 be allowed in the exhibit hall during installation or dismantling. For reasons of insurance children are not permitted on the show floor. Because of limited seating capacity and the highly technical nature of the programs, children under the age of 18 are not invited to attend presentations.

14. SHIPPING INSTRUCTIONS: Please ship early and prepay all transportation charges. Collect shipments will not be accepted. All shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the Exhibitor's Information Kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship their materials at the company's own risk and expense.

15. CONDUCT OF EXHIBITS: Canvassing or distributing of promotional materials outside the exhibitor's own booth will not be permitted. Lymphoma, Leukemia & Myeloma Congress reserves the right to monitor and reduce any exhibitor sound system so that it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of Lymphoma, Leukemia & Myeloma Congress. No part of the display including products is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of his goods, materials, equipment, and display at all times. The exhibitor will indemnify and hold Lymphoma, Leukemia & Myeloma Congress and the venue harmless against all such claims. All of the exhibitor's property should be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of Lymphoma, Leukemia & Myeloma Congress or its service contractor.

16. UTILITIES AND SERVICES: Rates and data for electrical power, telephone connections, and internet will be provided in the Exhibitor's Information Kit.

17. BOOTH RELOCATION: Lymphoma, Leukemia & Myeloma Congress reserves the right to rearrange the floor plan at any time. Lymphoma, Leukemia & Myeloma Congress reserves the right to relocate exhibitors should it become

necessary for causes beyond the control of Lymphoma, Leukemia & Myeloma Congress or advisable in the best judgment of Lymphoma, Leukemia & Myeloma Congress. After assignment of space, exhibitor agrees to accept relocation to other comparable space if Lymphoma, Leukemia & Myeloma Congress deems such a relocation to be necessary or appropriate.

18. CANCELLATION BY EXHIBITOR: Any cancellation of or reduction in space must be communicated to Lymphoma, Leukemia & Myeloma Congress in writing. Cancellation of or reduction in space in no way relieves Company of its financial obligations as outlined herein. A full one hundred percent (100%) of the total Contract amount will be due for any cancellations received less than 6 months before the date of the Event as outlined herein. Management may, at its sole discretion, reassign any cancelled space.

19. CANCELLATION BY THE EVENT ORGANIZER: In the event that Lymphoma, Leukemia & Myeloma Congress cancel the Event, Lymphoma, Leukemia & Myeloma Congress will refund the exhibit booth fee(s), including deposit(s), previously paid by Exhibitor, minus any expenses already incurred by Lymphoma, Leukemia & Myeloma Congress. Exhibitor may choose to transfer any remaining balance of fees (after incurred expenses by Lymphoma, Leukemia & Myeloma Congress have been deducted from previously paid fees) to a future live or virtual event or toward print or digital products. Lymphoma, Leukemia & Myeloma Congress shall be under no liability to the Exhibitor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs, or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor as the result thereof.

20. CHANGES BY THE EVENT ORGANIZER: In the event that Lymphoma, Leukemia & Myeloma Congress postpones the Event or converts it to a virtual event, Lymphoma, Leukemia & Myeloma Congress will transfer all previously paid fees to the new event (live or virtual). Should Sponsor be unable to participate in the postponed or virtual event, previously paid fees will be transferred to a future event or toward print or digital products. Lymphoma, Leukemia & Myeloma Congress shall be under no liability to the Sponsor or any other person or company in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs, or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof. If the meeting remains in person but a virtual component is added by Lymphoma, Leukemia & Myeloma Congress (creating a hybrid event), the refund and transfer policy stated in this clause is not applicable. If the event has not been cancelled in its entirety, a fully executed agreement cannot be cancelled within 90 days of the event.

21. PAYMENT: If Lymphoma, Leukemia & Myeloma Congress has not received payment in full before the date of the Event, Company may be refused the opportunity to participate until its financial obligation is satisfied.

A. For any signed Contract received more than thirty (30) days before the date of the Event outlined herein, Company will remit payment to Lymphoma, Leukemia & Myeloma Congress according to the following schedule:

I. A nonrefundable fifty percent (50%) of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by Lymphoma, Leukemia & Myeloma Congress according to the payment terms stated on the Invoice. Until payment is received, Lymphoma, Leukemia & Myeloma Congress may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

II. The remaining fifty percent (50%) of the total Contract amount is due no less than thirty (30) days before the date of the Event as outlined herein. Payment not made in full via credit card upon signing this Contract will be invoiced. Payment must be received by Lymphoma, Leukemia & Myeloma Congress according to the payment terms stated on the Invoice. Until payment is received, Lymphoma, Leukemia & Myeloma Congress may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

B. For any signed Contract received within thirty (30) days before the date of the Event outlined herein, Company will remit payment to Lymphoma, Leukemia & Myeloma Congress according to the following schedule:

I. A nonrefundable one hundred percent (100%) of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by Lymphoma, Leukemia & Myeloma Congress according to the payment terms stated on the Invoice. Until payment is received, Lymphoma, Leukemia & Myeloma Congress may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

C. Payment can be made by credit card or by check. A link to the payment portal will be emailed to make payment by credit card or ACH/Wire. Instructions for mailing a check will be on the invoice.

22. RIGGING: Additional rigging fees may apply for hanging signs in booths. Rates will be provided in the Exhibitor's Information Kit.

23. INTELLECTUAL PROPERTY: Exhibitor grants Lymphoma, Leukemia & Myeloma Congress a limited, non-exclusive, non-transferable license to use exhibitor's name and marks in connection with the Event. Exhibitor may not use Lymphoma, Leukemia & Myeloma Congress name, trademarks, logos, or research in its booth or in any information it provides to its clients, except to inform clients that it will be participating as an exhibitor or sponsor of the event. The use of Lymphoma, Leukemia & Myeloma Congress logo/name or the event logo/ name by exhibitor before, during or after the event is strictly forbidden without the prior written consent of Lymphoma, Leukemia & Myeloma Congress.

24. DECORATION: Lymphoma, Leukemia & Myeloma Congress shall have full discretion in the placing, arrangement, and appearance of all items displayed by exhibitor and may require the replacing, rearrangement, or redecoration of any item or of any booth, and no liability shall attach to management for costs that may devolve upon exhibitor thereby.

25. OUTSIDE ACTIVITIES: Exhibitor shall not conduct any event that will take qualified show attendees from the Event. Exhibitor shall not conduct or sponsor at any time during the Event any off-site hospitality events.

26. LOTTERIES & CONTESTS: The operation of games of chance, lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and upon Lymphoma, Leukemia & Myeloma Congress's written approval.

27. ADMISSION: Lymphoma, Leukemia & Myeloma Congress shall have sole control over admission policies at all times. Booth personnel are restricted to exhibitor's employees and authorized representatives. All exhibitor personnel must wear an Exhibitor badge at all times. Lymphoma, Leukemia & Myeloma Congress reserves the right to limit the number of booth personnel at any time. Exhibitor's booth must be staffed during exhibit hall hours.

28. SPONSORSHIP & ADVERTISING RESTRICTIONS: Sponsoring/exhibiting organizations agree not to purchase any advertising or sponsorship space, either directly or indirectly, in any media or platform within the same metropolitan area as the event, for the purpose of targeting the event's audience, without prior written consent from HMP Global. All sponsorships, promotional activities, and advertising targeting the event audience must be arranged exclusively through HMP Global. Any violation of this restriction will be considered a breach of contract and may result in immediate termination of the sponsorship agreement and forfeiture of all sponsorship fees. Furthermore, any breach of this provision will result in the loss of priority points for booth and sponsorship selections for the following year's event.

Any person who attends an HMP Global organized event grants permission to HMP Global and its employees and agents (collectively "HMP Global") to record his or her visual/audio images, including but not limited to photographs, digital images, voices, sound or video recordings, audio clips, or accompanying written descriptions, and, without notifying such person, to use his or her name and such images for any purpose of HMP Global, including advertisements for HMP Global and its programs.