



**CLINICAL
PATHWAYS
CONGRESS**



**CANCER CARE
BUSINESS
EXCHANGE**

SEPTEMBER 6–8, 2024

Boston Westin Copley
Place

SPONSORSHIP PROSPECTUS



Embrace the Disruptors: Redefining Success through
Transformative Operational, Payment, and Business Models

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JCP

THE OFFICIAL MEETING
OF THE JOURNAL OF
CLINICAL PATHWAYS



OFFICIAL
CONGRESS
PARTNER

HMP Global



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The Business of Oncology Starts Here

The Clinical Pathways Congress + Cancer Care Business Exchange (the Exchange) is revolutionizing the cancer care industry by breaking down barriers and pushing the boundaries of how we deliver and pay for care.

Organizations participating in past meetings include:

AIM Specialty Health
American Society of Clinical Oncology
AmerisourceBergen
Aurora HealthCare
Blue Cross Blue Shield
Cancer Treatment Centers of America
Carrum Health
The Center for Cancer and Blood Disorders
Cigna
City of Hope
Cleveland Clinic
ClinicalPath
Community Oncology Alliance
CVS Health
Dana-Farber Cancer Institute
eviCore
Express Scripts
Flatiron Health
Geisinger
Honor Health
Kaiser Permanente
Knight Cancer Institute
Magellan Rx Management
Mayo Clinic
McKesson
MD Anderson Cancer Center
Michiana Hematology Oncology
Moffitt Cancer Center
National Comprehensive Cancer Network
New Century Health
Oncology Analytics
Oncology Care Partners
One Oncology
OptumCare
Patient Advocate Foundation
Philips
Roswell Park Comprehensive Cancer Center
Sarah Cannon
Seattle Cancer Care Alliance
Stanford University Medical Center
Strata Oncology
Tempus Labs
Texas Oncology
University of Pittsburgh Medical Center

“Excellent format featuring highly educational and entertaining sessions with experienced faculty. It is a great event for those looking for both an industry overview and in-depth information.”

– IRA KLEIN

“The Clinical Pathways Congress is an incredible opportunity for all those involved in the pathways space to come together and collaborate on important issues.”

– CAROLE TREMONTI

“This is my favorite and best conference on clinical pathways. I’ve attended five continuous years and it continues to improve with each passing year.”

– FREDERICK SCHNELL

“The Clinical Pathways Congress is the most important conference I attend each year, in terms of content and networking.”

– MISHELLENE MCKINNEY

Reserve Your Live Exhibit Space Today!

The Exhibit Hall, an integral part of the Exchange experience, complements the program and clinical sessions by providing a space for networking with Congress attendees.

**Exhibit Hall Hours
are Friday, Saturday,
and Sunday!**

WHO SHOULD EXHIBIT?

Exhibiting is beneficial for any company that wants to reach our professional audience of pathways stakeholders interested in learning how to develop, implement, and measure treatment pathways to achieve better outcomes through value-based care.

8' x 10' Exhibit Booth

\$8,500

- › Standard booth identification sign showing exhibitor name and booth number
- › Draped 8' back wall and 3' side rails
- › Company listing in the Conference App
- › Furniture package, including a draped table, two chairs, and a wastebasket

Value-Added Exhibitor Benefits

- › Recognition through a comprehensive and innovative promotional campaign of emails, direct mail, and targeted advertising
- › Link on the official conference website
- › Press opportunities on the official conference website

Innovation Theater

As an Innovation Theater sponsor, you have a dedicated slot in the agenda for up to 60 minutes. Only six timeslots are available: Fri. (AM, PM), Sat. (AM, PM), and Sun. (AM, PM).

Innovation Theaters have no competing events during their scheduled time slot.

Innovation Theater

\$80,000

Signage outside theater room

1 hour of dedicated, promotional non-compete time

Reach up to 75 professional attendees

Listing on the Clinical Pathways Congress website and in regular email messages to all pre-registered attendees

On-site meeting management

Food and beverage, including plated and nonplated meal options

Audiovisual support, including projection package and microphones

Signage and marketing material must contain this disclaimer:

This Innovation Theater non-CME presentation is taking place during the Clinical Pathways Congress + Cancer Care Business Exchange (the Exchange). The opinions and recommendations expressed do not necessarily reflect the views of the Exchange or HMP Global. This program is not intended or eligible for continuing education (CME/CE) credits and does not meet guidelines governing CME/CE.



Industry Partner

Industry Partner Sponsorship

\$90,000

(Limited Availability)

6 Full-Conference Registrations

Recognition as a Diamond-Level Supporter
on All Conference Material

Ad Placement in Official Conference App

Logo Recognition on Exhibit Hall Signage

Bag Insert

Door Drop Insert

Logo Placement on Cocktail Tables in Dining Areas



Sponsorship Opportunities

Sponsorships are an excellent way to enhance your conference experience.

Your support of the conference and other approved opportunities will increase audience brand awareness while supporting the educational goals of the Exchange. Each sponsor is recognized through publications and a variety of other high-exposure channels during the conference.

Outlined below is a list of the available sponsorship opportunities. If you would like to propose an option that is not listed, please contact your sales representative.

Platinum Sponsorship

\$90,000

5 Full-Conference Registrations

Recognition as a Platinum-Level Supporter on All Conference Materials

Ad Placement in Official Conference App

Logo Recognition on Exhibit Hall Signage

Bag Insert

Door Drop

Logo Placement on Cocktail Tables in Dining Areas

8' x 10' Exhibit Booth + Furniture

Gold Sponsorship

\$75,000

4 Full-Conference Registrations

Recognition as a Gold-Level Supporter on All Conference Materials

Ad Placement in Official Conference App

Logo Recognition on Exhibit Hall Signage

Bag Insert

Logo Placement on Cocktail Tables in Dining Areas

8' x 10' Exhibit Booth + Furniture

Silver Sponsorship

\$60,000

3 Full-Conference Registrations

Recognition as a Silver-Level Supporter on All Conference Materials

Ad Placement in Official Conference App

Logo Recognition on Exhibit Hall Signage

8' x 10' Exhibit Booth + Furniture

Bronze Sponsorship

\$45,000

2 Full-Conference Registrations

Recognition as a Bronze-Level Supporter on All Conference Materials

Logo Recognition on Exhibit Hall Signage

8' x 10' Exhibit Booth + Furniture

Sponsorship Opportunities

CONTINUED

The Exchange is dedicated to providing opportunities for high-impact messaging. See below for unique, high-visibility options to keep your messaging top of mind with meeting attendees.



Mobile App

\$40,000

Conference slide decks are available only through the mobile app and the online conference portal (no printed slide decks provided). This provides an excellent opportunity to drive awareness by sponsoring the easy-to-use mobile application / conference portal. In addition to slide decks, the app and portal provide other pertinent conference information, including session schedule, daily events, and exhibitor listing. The sponsor will receive two push notifications deployed on the dates/times of their choosing, and their logo will be prominently displayed on the home screen of the app.



Powerpack

\$22,500

Keep attendees charged up with this exclusive sponsorship! Place your corporate or branded logo on the tote bag portable charger distributed to all attendees.



Guest Room Key Cards

\$20,000

Put your message right in attendees' hands. Have your company's message included on both sides of each room key card of the meeting hotel. This puts your company at the top of attendees' minds throughout the conference.



Networking Lounge

\$30,000

Place your logo in this high-traffic area and give your organization the prime opportunity to provide attendees a spot to gather when they need a short break or to network.



Column Wraps

\$15,000

Place your company or product logo on column wraps located in high-traffic areas. Sponsor must provide artwork electronically. The Exchange will manage the production and on-site logistics.



WiFi

\$30,000

Increase your exposure to attendees by providing free WiFi access. The WiFi sponsorship allows you to customize the login screen and will take attendees directly to your website. Sponsorship recognition will also appear on conference signage. WiFi will be available throughout the meeting space where all Exchange functions will be hosted.



Elevator Clings

\$15,000

Your company logo/message will be printed on the elevator doors and prominently seen as attendees pass registration and the session rooms. Sponsor will provide the artwork, and the Exchange will manage the production and on-site placement.



Lanyards

\$25,000

Place your logo on the lanyard that attendees wear with their required name badge. Electronic artwork must be provided by the sponsor. Price assumes one color imprinting. The Exchange will manage production and on-site logistics.

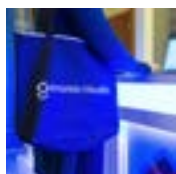


Registration Desk

Kick Panel

\$15,000

Your branding will appear on the registration desk kick panel to be prominently seen as attendees visit and pass by the registration desk. The panel is 4' tall and 20' long. Electronic artwork must be provided by the sponsor. The Exchange will manage production and on-site placement.



Tote Bag

\$25,000

Place your company or product logo on conference bags distributed to attendees as they check in for the conference. One-color, one-side imprinting is included.

Sponsorship Opportunities

CONTINUED



Coffee Station **\$12,500**

Perk up conference attendees by sponsoring a morning coffee break on one or more days. Coffee will be available each morning for attendees to grab during the CME presentations. The coffee station will include your logo on signage, coffee sleeves, and napkins. Electronic artwork must be submitted by the sponsor; the Exchange will manage production and on-site logistics.



Floor Decals (10) **\$12,500**

Printed floor ads placed in the high-traffic areas will be sure to grab the attention of participants as they walk to and from registration and function rooms. Cost includes the production and placement of ten 2' x 2' stickers. Artwork is provided by the sponsor.



Refreshment Break **\$12,500**

Help attendees keep working through the day by sponsoring an afternoon refreshment break that provides hot and cold beverages and snacks. Branded signage, cups, and napkins will remind participants of your hospitality and sponsorship. Electronic artwork must be submitted by the sponsor; the Exchange will manage production and on-site logistics.



Custom eBlast **\$10,000**

Send a custom email to registered attendees. HTML file must be provided by the sponsor. The Exchange will manage the email distributions on the sponsor's behalf and will provide click-through data and reports.



Tabletop Decals (10) **\$10,000**

Your messaging will cover the high-top tables in the exhibit hall. Sponsor will provide the artwork, and the Exchange will manage the production and on-site printing. Sponsorship includes 10 tables.



Ad in Official Conference App **\$5,000**

Engage with attendees through the official conference app, using push notifications and/or in-app advertising.



Bag Insert **\$7,500**

Educate attendees on a specific product or service from your company with a custom insert stuffed into conference tote bags, which are distributed to registered attendees as they check in. Pricing is based on an 8.5" x 11" double-sided flyer. Materials must be created and shipped by the sponsor.



Meterboards (2) **\$7,500**

Two double-sided vertical signs standing 7.25' tall will display your marketing messaging. Placed in high-traffic areas, the signs will be viewed by attendees as they walk to registration, the educational sessions, innovation theaters, and the exhibit hall. Sponsor provides electronic artwork, and the Exchange manages production and on-site logistics.



Room Drop **\$7,500**

Hotel room door drops allow you to deliver your own company literature right to each attendee's hotel door. Materials must be printed and shipped by the sponsor. Cost includes distribution of one double-sided 8.5" x 11" flyer. The Exchange will manage the on-site logistics.



Push Notification **\$5,000**

Drive attendees to your booth or innovation theater with a mobile application announcement. Customized messages must be created and provided by the sponsor (character limits apply). Announcements are timed to maximize your traffic.

SPONSORSHIP AGREEMENT

Complete this form to become a sponsor of Clinical Pathways Congress + Cancer Care Business Exchange (The Exchange) 2024, taking place September 6–8, 2024, at the Westin Copley Place.



CLINICAL PATHWAYS
CONGRESS



CANCER CARE
BUSINESS EXCHANGE

Company Information

Company Name _____

Address _____

City _____ State _____ Zip _____

Company Website _____ Company Telephone _____

Contact Information

Contact Name _____ Title _____

Contact Email _____ Telephone _____

Authorized Signature _____ Date _____

Note: By submitting this application, you understand that your sponsor application is subject to the conditions and terms provided, which upon acceptance by Exchange will become a binding contract between you, as the sponsor, and the Exchange.

Payment Information

We agree to pay the total sponsorship selected. We understand that a 50% deposit must accompany the application, with the balance due 90 days prior to conference. After this date, payment in full must accompany all applications.

Check in the amount of \$ _____ payable to HMP Education and sent to
HMP Education, PO Box 22151, New York, NY 10087-2151

Charge in the amount of \$ _____

Visa MasterCard American Express Discover

A 3% administrative fee will be applied to all credit card payments.

Credit Card Number _____ Expiration Date _____ Security Code _____

Card Holder Name _____ Authorized Signature _____

Return completed agreement to:

Tony Deimler

AVP, Pharmaceutical Sales
tdeimler@hmpglobal.com

Rosa Medina

Director, National Sales,
Clinical Pathways
rmedina@hmpglobal.com

Bryan Schiliro

Manager, National Accounts
bschiliro@hmpglobal.com

Sponsorship Opportunities

<input type="checkbox"/> Industry Partner	\$90,000
<input type="checkbox"/> Innovation Theater	\$80,000
<input type="checkbox"/> Platinum Sponsorship	\$90,000
<input type="checkbox"/> Gold Sponsorship	\$75,000
<input type="checkbox"/> Silver Sponsorship	\$60,000
<input type="checkbox"/> Bronze Sponsorship	\$45,000
<input type="checkbox"/> Mobile App	\$40,000
<input type="checkbox"/> Networking Lounge	\$30,000
<input type="checkbox"/> WiFi	\$30,000
<input type="checkbox"/> Lanyards	\$25,000
<input type="checkbox"/> Tote Bag	\$25,000
<input type="checkbox"/> Powerpack	\$22,500
<input type="checkbox"/> Guest Room Key Cards	\$20,000
<input type="checkbox"/> Column Wraps	\$15,000
<input type="checkbox"/> Elevator Clings	\$15,000
<input type="checkbox"/> Registration Desk Kick Panel	\$15,000
<input type="checkbox"/> Coffee Station	\$12,500
<input type="checkbox"/> Floor Decals	\$12,500
<input type="checkbox"/> Refreshment Break	\$12,500
<input type="checkbox"/> Custom eBlast	\$10,000
<input type="checkbox"/> Tabletop Decals	\$10,000
<input type="checkbox"/> Bag Insert	\$7,500
<input type="checkbox"/> Meterboards	\$7,500
<input type="checkbox"/> Room Drop	\$7,500
<input type="checkbox"/> Ad in Conference App	\$5,000
<input type="checkbox"/> Push Notification	\$5,000

Conference Terms and Conditions

This form indicates the policies and regulations set forth as part of the contract for the conference referenced in this contract with Clinical Pathways Congress + Cancer Care Business Exchange (The Exchange) part of HMP Education. The Exchange 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. The Exchange 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. The Exchange 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: The Exchange 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 the Exchange.

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 his/her 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 the Exchange 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 the Exchange and/or the venue for any damage resulting to such exhibition hall, furniture, and fixtures contained therein, and/or such property placed therein by the Exchange which occurs by reason of the commission or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor will defend and hold harmless the Exchange from all claims and suits against the Exchange arising from the aforesaid commissions or omissions of the exhibitor, 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: The Exchange assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of its officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, damage by fire, accident or other cause shall maintain, at its own cost and expense, insurance coverage sufficient to cover its obligations and indemnifications hereunder.

11. SECURITY: The Exchange 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: The Exchange 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 dismantle. For insurance reasons, 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 and 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 his/her 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. The Exchange 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 the Exchange. 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 the Exchange 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 the Exchange 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: The Exchange reserves the right to rearrange the floor plan at any time. The Exchange reserves the right to relocate exhibitors should it become necessary for causes beyond the control of the Exchange or advisable in the best judgment of the Exchange. After assignment of space, exhibitor agrees to accept relocation to other comparable space if Clinical Pathways 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 the Exchange 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 six 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 the Event is cancelled by the Exchange, the Exchange will refund the exhibit booth fee(s), including deposit(s), previously paid by Exhibitor, minus any expenses already incurred by the Exchange. Exhibitor may choose to transfer any remaining balance of fees (after incurred expenses by the Exchange have been deducted from previously paid fees) to a future live or virtual event, or toward print or digital products. The Exchange 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 the Exchange is postponed or converted to a virtual event by the Exchange, Meeting will transfer all previously paid fees to the new event (live or virtual). If the meeting is postponed and moves to alternate exhibit space, the Exchange will assign booth space comparable in size and location to the Exhibitor, and Exhibitor agrees to use such space under the terms of this Contract. Should Exhibitor be unable to participate in the postponed or virtual event, previously paid fees will be transferred to a future event or applied toward print or digital products. The Exchange shall be under no liability to the Exhibitor 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 Exhibitor as the result thereof. If the meeting remains in person, but a virtual component is added by the Exchange (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 the Exchange 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 six (6) months before the date of the Event outlined herein, Company will remit payment to the Exchange 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 the Exchange according to the payment terms stated on the Invoice. Until payment is received, the Exchange 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 six (6) months 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 the Exchange according to the payment terms stated on the Invoice. Until payment is received, the Exchange may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

B. For any signed Contract received within six (6) months before the date of the Event outlined herein, Company will remit payment to the Exchange 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 the Exchange according to the payment terms stated on the Invoice. Until payment is received, the Exchange may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

C. Payment can be made by credit card or by check.

I. Make check payable to HMP Education and mail with a copy of your signed contract to:
HMP Education
PO Box 22151
New York, NY 10087-2151

II. Credit Card: Please complete the form at <https://payment.hmpglobal.com/ph/index.php>. There is a 3% credit card processing fee except for those located in CA, CO, CT, FL, KS, ME, MA, NY, OK, TX, and Puerto Rico.

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 the Exchange a limited, non-exclusive, nontransferable license to use Exhibitor's name and marks in connection with the Event. Exhibitor may not use the Exchange 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 Meeting logo/name or the Event logo/name by Exhibitor before, during or after the event is strictly forbidden without the prior written consent of the Exchange.

24. DECORATION: The Exchange shall have full discretion in the placing, arrangement, and appearance of all items displayed by Exhibitor and may require the replacing, rearrangement, or redecorating 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 the Exchange's written approval.

27. ADMISSION: The Exchange 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. The Exchange reserves the right to limit the number of booth personnel at any time. Exhibitor's booth must be staffed during exhibit hall hours.

28. ELIGIBILITY: Only companies with a product or service directly related to the field of the Exchange will be considered. The Exchange management reserves the right to reject, cancel, or refuse participation to any person or company.

Attendees of an HMP Education-organized event grant permission to HMP Education, its employees, and agents (collectively "HMP Education") to record their 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 persons, to use their name and such images for any purpose of HMP Education, including advertisements for HMP Education and its programs.

BOOK YOUR EXHIBIT OR SPONSORSHIP OPPORTUNITY TODAY!



For participation details, please
contact your sales representative:

Tony Deimler

AVP, Pharmaceutical Sales, Clinical Pathways
tdeimler@hmpglobal.com

Rosa Medina

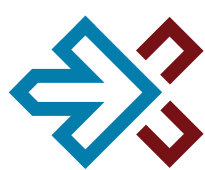
Director, National Sales, Clinical Pathways
908.436.8270 | rmedina@hmpglobal.com

Bryan Schiliro

Manager, National Accounts
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