

**SUPPORT
PROSPECTUS**

PAN PACIFIC **LEUKEMIA** CONFERENCE

Hyatt Regency Maui Resort and Spa

July 15-18, 2025

**This conference is provided in collaboration
with The University of Texas MD Anderson
Cancer Center.**

**[www.unmc.edu/cce/
pan-pacific-leukemia](http://www.unmc.edu/cce/pan-pacific-leukemia)**



**University of Nebraska
Medical Center**

Nebraska Medicine

PAN PACIFIC LEUKEMIA CONFERENCE

Showcase Your Commitment to Advancing Leukemia Treatment at the Pan Pacific Leukemia Conference

We invite you to join us in launching an exciting new chapter in leukemia treatment and research: the Pan Pacific Leukemia Conference, a dynamic spin-off of the renowned Pan Pacific Lymphoma Conference (PPLC), one of the largest and most prestigious gatherings of clinicians and researchers in lymphoma and transplantation. Building on the success and momentum of PPLC, the Pan Pacific Leukemia Conference promises to delve into cutting-edge developments, innovative treatments, and groundbreaking research that are shaping the future of leukemia therapy.

Provided by UNMC in collaboration with The University of Texas MD Anderson Cancer Center, this landmark event will attract 150-200 oncologists, hematologists, pathologists, clinical scientists, nurses, pharmacists, and industry professionals.

By supporting this conference, your organization will gain prominent visibility among top experts and thought leaders in the field. We offer a range of support packages tailored to meet your strategic goals, including opportunities for networking, brand promotion, and showcasing your commitment to advancing leukemia treatment. We look forward to partnering with you to make this conference a transformative success.

Course Directors



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The Pan Pacific Leukemia Conference spans four days, each dedicated to a specific focus on leukemia research and treatment:

- July 15 – Acute Myeloid Leukemia (AML)
- July 16 – Acute Lymphoblastic Leukemia (ALL) / Myeloproliferative Neoplasms (MPNs)
- July 17 – Myelodysplastic Syndrome (MDS) / Allogeneic Stem Cell Transplantation
- July 18 – Chronic Myelogenous Leukemia (CML) / Chronic Lymphocytic Leukemia (CLL)

This structured agenda allows for an in-depth exploration of each type of leukemia, with insights into the latest research, advancements, and treatment options.

Acute Myeloid Leukemia

- World Health Organization and International Consensus Classification of AML
- Minimal Residual Disease in AML
- Geriatric Assessment in Leukemia
- Intensive Chemotherapy
- Lower Intensity Chemotherapy
- Integrating Novel Therapies
- Upfront Triplet Therapies
- Targeted Therapies and Other Novel Therapies
- Immediate Transplant
- Interprofessional Approach to Managing Patients

Acute Lymphoblastic Leukemia

- Progress in Adult ALL
- Genetics of ALL
- Treatments of Newly Diagnosed Adults
- Treatments of Central Nervous System Disease in ALL
- Use of CAR-T in Adult ALL
- Use of Asparaginase in ALL
- Chemotherapy Intensity in Upfront Management of ALL

Myeloproliferative Neoplasms

- JAK Inhibitors in the Treatment of Myelofibrosis
- Polycythemia Vera Information
- Essential Thrombocythemia

Myelodysplastic Syndrome

- Molecular International Prognostic Scoring System - Impact on Treatment Selection
- Biology of Clonal Hematopoiesis of Indeterminate Potential (CHIP) and Clonal Cytopenia of Undetermined Significance (CCUS)
- Improving Health of Patients with CCUS
- Cellular Therapy in AML and MDS
- Novel Treatment and Maintenance Therapies for MDS

Allogeneic Stem Cell Transplantation

- Supportive Care and Improving Outcomes for Patients Undergoing Transplant

Chronic Myelogenous Leukemia

- Treatment Response in CML
- Management of CML
- Tyrosine Kinase Inhibitor (TKI) in CML

Chronic Lymphocytic Leukemia

- Optimal Treatment of CLL
- Management of Relapsed CLL

Types of Conference Support

Educational Grant

The University of Nebraska Medical Center's Center for Continuing Education (UNMC CCE), the accredited provider for the conference, seeks educational grants to support the scientific programming of the Pan Pacific Leukemia Conference. These grants are instrumental in lowering the overall conference expenses, making it more affordable for all participants.

Corporate Support

UNMC CCE utilizes corporate support funds to cover non-educational operating expenses for the Pan Pacific Leukemia Conference.

Levels of Support

Platinum Support

\$150,000 USD

- Complimentary conference registration for ten (10) in-person
- Premium placement of a complimentary 6' exhibitor tabletop space
- Priority Product Theater assignment (Product Theater program fee applies)
- Complimentary meeting space for up to 35 people for one (1) two-hour ancillary event
- Pre-registration list supplied five (5) weeks prior to the conference
- Recognition as a supporter on the conference website and on the virtual platform
- Acknowledgment as a supporter on the official signage onsite
- Corporate brochure inserted in the attendee bag
- Verbal acknowledgement as a Platinum Supporter during the opening session

Gold Support

\$100,000 USD

- Acknowledgment as a supporter of the conference WiFi
- Complimentary conference registration for five (5) in-person
- Complimentary 6' exhibitor tabletop space
- Complimentary meeting space for up to 35 people for one (1) two-hour ancillary event
- Pre-registration list supplied four (4) weeks prior to the conference
- Recognition as a supporter on the conference website and on the virtual platform
- Acknowledgment as a supporter on the official signage onsite
- Corporate brochure inserted in the attendee bag
- Verbal acknowledgement as a Gold Supporter during the opening session

Silver Support

\$75,000 USD

- Complimentary conference registration for three (3) in-person
- Complimentary 6' exhibitor tabletop space
- Pre-registration list supplied three (3) weeks prior to the conference
- Recognition as a supporter on the conference website and on the virtual platform
- Acknowledgment as a supporter on the official signage onsite
- Corporate brochure inserted in the attendee bag
- Verbal acknowledgement as a Silver Supporter during the opening session

Bronze Support

\$50,000 USD

- Complimentary conference registration for two (2) in-person
- Complimentary 6' exhibitor tabletop space
- Pre-registration list supplied two (2) weeks prior to the conference
- Recognition as a supporter on the conference website and on the virtual platform
- Acknowledgment as a supporter on the official signage onsite
- Verbal acknowledgement as a Bronze Supporter during the opening session

Copper Support

\$30,000 USD

- Complimentary conference registration for one (1) attendee
- Complimentary 6' exhibitor tabletop space
- Pre-registration list supplied one (1) week prior to the conference
- Recognition as a supporter on the conference website and on the virtual platform
- Acknowledgment as a supporter on the official signage onsite
- Verbal acknowledgement as a Copper Supporter during the opening session

Additional Support Opportunities

Product Theater

\$30,000 USD

As a Pan Pacific Leukemia Conference platinum supporter, you may host a Product Theater to showcase your latest product(s), service(s), or therapeutic area(s). A Product Theater is a promotional non-CME/CE educational activity that is planned and implemented by a presenting company. It is not sponsored or endorsed by UNMC.

Guidelines

- The presenting company of a Product Theater must be a platinum supporter of the Pan Pacific Leukemia Conference.
- Product Theater applications will be reviewed for acceptance on a first-come, first-served basis. UNMC reserves the right to continue the selection process if all available slots are not filled.
- All Product Theaters will be held in the conference headquarters hotel with time and space assigned by UNMC once the application is approved.
- A Product Theater presentation must be appropriate and professional in nature and should focus on the science relating to the development of a particular product or service, not just the product or service itself.
- A Product Theater presentation should not include information, papers, or abstracts scheduled for presentation during the Pan Pacific Leukemia Conference that are under embargo at the time of the Product Theater presentation.
- A presenting company is not permitted to present any CME/CE educational symposium, session, or activity in the Product Theater.
- The presenting company and all activities in the Product Theater must comply with all applicable laws and guidance, including Food and Drug Administration (FDA) laws, regulations, and guidelines regarding industry-supported scientific and educational activities, the Council of Medical Specialty Societies (CMSS) Code of Interactions with Companies, the Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals, and the Physician Payments Sunshine Act.
- The presenting company is solely responsible for the content of its presentation, including obtaining all appropriate copyright permissions and licenses for slides and other materials that will be presented and distributed.
- The presenting company is responsible for planning, promoting, and managing the Product Theater and for the payment of all associated costs, including but not limited to catering, audiovisual equipment, electrical services, and labor.
- All marketing and promotional pieces for the Product Theater must:
 - ☐ Include the following text:
The presentation for this Product Theater is not designated for CME/CE credit. This presentation is neither sponsored nor endorsed by the University of Nebraska Medical Center.
 - ☐ Clearly show that the Product Theater is sponsored by the presenting company and not UNMC.
 - ☐ Be submitted to the Pan Pacific Leukemia Conference Committee for review and approval.
- Lead retrieval service is not provided.
- Approved Product Theater time slots are assigned on a first-come, first-served basis.

Schedule of Available Time Slots

Product Theaters are scheduled from 6-7 a.m. Tuesday through Friday, July 15-18, 2025. These exclusive time slots do not conflict with the Pan Pacific Leukemia Conference programming or conference functions.

Additional Support Opportunities (continued)

Ancillary Events

\$10,000 USD – For events held within the conference headquarters hotel

\$1,000 USD – For events held outside of the conference headquarters hotel

The Pan Pacific Leukemia Conference brings together key members of the multidisciplinary clinical team. The Pan Pacific Leukemia Conference Committee allows supporters to host various events in conjunction with the conference such as:

- Advisory Board Meeting
- Key-Opinion Leader Interviews
- Focus Groups
- Corporate and Staff Meetings
- Webcasts and Videotaping Sessions
- Other Activities (as approved by UNMC)

The Pan Pacific Leukemia Conference requires that all activities held in conjunction with the conference be coordinated through the conference organizing committee. This includes any event attended by the Pan Pacific Leukemia Conference participants occurring at the conference headquarters hotel or another location in Lahaina, HI, between July 13 and July 19, 2025, and is determined to be related to leukemia and medicine. If any of these conditions are met, the Pan Pacific Leukemia Conference ancillary policy must be followed regardless of the location of the event. This ensures that the Pan Pacific Leukemia Conference Committee is aware of every activity so that we can better assist our participants in planning their agendas or in finding a specific event while ensuring the primary focus of the conference is providing quality continuing education to our participants.

The Pan Pacific Leukemia Conference Committee does not allow groups to host CME/CE activities as ancillary events during the conference.

Guidelines

- The ancillary event host must be at least a Copper Level Supporter in order to request an event space.
- An ancillary event may not be scheduled to compete with the Pan Pacific Leukemia Conference scientific sessions, and Product Theaters. These blackout dates and times are as follows:

| | | | |
|----------------------|-----------------|---------------------|---------------------|
| 🕒 Tuesday, July 15 | 6 a.m. – 3 p.m. | 🕒 Thursday, July 17 | 6 a.m. – 3 p.m. |
| 🕒 Wednesday, July 16 | 6 a.m. – 1 p.m. | 🕒 Friday, July 18 | 6 a.m. – 12:30 p.m. |
- Blackout dates/times do not apply to supporter staff meetings; however, an application must be submitted for approval.
- Failure to obtain approval to hold any event in conjunction with the Pan Pacific Leukemia Conference may result in exclusion from all Pan Pacific Leukemia Conference events (current and future).
- The ancillary event venue and agenda should be conducive to a scientific exchange.
- The ancillary event host is responsible for ensuring that their event is compliant with all federal, state, and local requirements.
- The ancillary event host will take full responsibility for the activity and hold harmless UNMC including the Pan Pacific Leukemia Conference Organizing Committee and Staff from any and all liability and costs associated with the event.

Ancillary Events Held at the Conference Headquarters Hotel

- This ancillary event application fee includes the meeting room rental. All other expenses, including but not limited to audiovisual, food and beverages, are the responsibility of the corporate supporter.
- The Pan Pacific Leukemia Conference Committee will release and assign a conference headquarters hotel space within 14 days after receipt of application. The assigned space will be available for a specified two-hour time frame for the ancillary event. An additional 30-minute pre- and post-event time will be allotted for set up and breakdown. Once the allotted time frame expires, the assigned space should be vacated immediately.
- As soon as the ancillary event space and time is communicated by the Pan Pacific Leukemia Conference Committee, the ancillary event host should work directly with the conference headquarters hotel to plan the details of the event.
- Ancillary event space is assigned subject to availability.

Ancillary Events Held at Other Locations

- A Pan Pacific Leukemia Conference supporter who chooses to host an ancillary event held outside of the headquarters hotel must submit an application and receive approval from the Pan Pacific Leukemia Conference Committee.

Additional Support Opportunities (continued)

Advertising

Enhance your corporate visibility by supporting specific items that are not components of the educational program. As a corporate supporter, you have the opportunity to maximize your brand exposure and return on investment.

Onsite Opportunities

Exclusive advertising reserved on a first-come, first-served basis

*The cost of the actual item is the responsibility of the advertising supporter.

- **Name Badge Lanyards**
\$20,000 USD
Showcase your brand by placing your company name and logo on the lanyard that will be worn by all attendees.
- **Room Key and Packet**
\$20,000 USD
Catch the attention of all attendees by placing your company name and logo on the hotel room key and custom key packets.
- **Charging Stations for Mobile Devices**
\$20,000 USD
Let attendees charge their cell phones, tablets, and laptops at these stations that feature your brand.
You may also display a freestanding banner (maximize size of 78.74" high x 39.37" wide) and place promotional materials in these designated areas.
- **Water Bottle**
\$20,000 USD
Help attendees stay hydrated during the conference with a reusable water bottle that features your company name and logo.
One water bottle will be included in the official conference bag.
- **Sunscreen**
\$15,000 USD
Help keep attendees protected from the sun with a sunscreen that features your company name and logo.
One bottle of sunscreen will be included in the official conference bag.
- **Portable Chargers**
\$10,000 USD
Help provide attendees with a portable source of power that features your company name and logo to charge up their mobile devices throughout the conference.
One portable charger will be included in the official conference bag.
- **Hand Sanitizer**
\$5,000 USD
Contribute to the health and safety of all conference attendees by sponsoring the hand sanitizers.
One bottle of hand sanitizer will be included in the official conference bag.

Other advertising opportunities

- **Conference Bag Inserts***
\$5,000 USD
Capture the attention of conference attendees by inserting company product literature in the official conference bag.
Please note that the item you supply will require the approval of the Pan Pacific Leukemia Conference Committee.
- **Hotel Door Drops***
\$5,000 USD
Provide conference attendees with company product literature in their hotel rooms during the conference.
Please note that the material will require the approval of the Pan Pacific Leukemia Conference Committee.

* Printing of these materials and shipping them to the conference hotel are the responsibility of the supporter.

Conference Support At-A-Glance

Educational Grant

Demonstrate your commitment to the educational development of members of the multidisciplinary leukemia clinical team by supporting Pan Pacific Leukemia Conference.

Corporate Support

| | Platinum \$150,000 USD | Gold \$100,000 USD | Silver \$75,000 USD | Bronze \$50,000 USD | Copper \$30,000 USD |
|---|---|-------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Support Recognition | Conference Welcome Reception | Conference WiFi | | | |
| Complimentary Conference Registration(s) | 10 in-person | 5 in-person | 3 in-person | 2 in-person | 1 in-person |
| Exhibit Space | ✓ Premium Placement | ✓ | ✓ | ✓ | ✓ |
| Product Theater | Priority assignment | | | | |
| Attendee Bag Insert | ✓ | ✓ | ✓ | | |
| Access to Pre-registration List | 5 Weeks Prior | 4 Weeks Prior | 3 Weeks Prior | 2 Weeks Prior | 1 Week Prior |
| Ancillary Event Space | 1 Complimentary | 1 Complimentary | | | |

Additional Support Opportunities

Product Theater

\$30,000 USD

Showcase your latest product(s), service(s), or therapeutic area(s) by hosting a promotional non-CME/CE educational activity. **Submit an application by May 2, 2025.**

Ancillary Event

\$10,000 USD – For events held within the conference headquarters hotel

\$1,000 USD – For events held outside of the conference headquarters hotel

Host non-competing events in conjunction with the Pan Pacific Leukemia Conference. **Submit an application by May 2, 2025.**

Important Information

Payments and Cancellation Policy

- All checks must be made payable to the University of Nebraska Medical Center, Center for Continuing Education (Tax ID 47-00491233) and mailed to 986800 Nebraska Medical Center, Omaha, NE 68198-6800.
- For credit card payments, please call our Registration Office at 402-559-5929. Service fee applies.
- All fees are non-refundable and payable within 30 days of application submission in order to secure support level.

Agreements for Support

- All contractual agreements will be with The Board of Regents of the University of Nebraska, a public corporate body, for and on behalf of the University of Nebraska Medical Center and can only be signed by the University of Nebraska approved signer (Anne Barnes, Vice Chancellor for Business, Finance and Business Development).

Questions

- Contact Brenda Ram, CMP, CHCP, Director of Educational Programs, Center for Continuing Education, University of Nebraska Medical Center. Send an email to bram@unmc.edu.