

2026



ASSOCIATION OF VA HEMATOLOGY/ONCOLOGY

July 24, 2025

INDUSTRY PROSPECTUS

*Exhibitor and Sponsor Opportunities in
Partnership with AVAHO*



NEW AND RETURNING OPPORTUNITIES INCLUDING:

Annual Meeting
Regional Meetings
Industry Relations Council

Educational Initiatives
Sponsorship Opportunities
...and more

Please note that we will be updating the prospectus as new details and information present. Be sure to check out [our website](#) and visit often for the most up-to-date industry information, opportunities, dates and deadlines, and more!

For more information please contact JoAnn@avaho.org

avaho.org

About AVAHO

The Association of VA Hematology/Oncology (AVAHO) is a 501(c)3 nonprofit organization dedicated to supporting hematology and oncology professionals who care for our nation's Veterans. AVAHO was established in 2005 and has been serving its membership for nearly 20 years.

AVAHO exists to increase the skills and abilities of veteran-centered cancer care professionals across all disciplines so they can provide the best possible care for our veterans.

Our current membership of over 1,500 professionals is comprised of medical oncologists and hematologists, surgical oncologists, radiation oncologists, pharmacists, nurses, nurse practitioners, advance practice professionals, registered nurses, physician assistants, social workers, oncology data specialists, dietitians, and other allied health professionals.

Why Partner with AVAHO?

AVAHO's members represent a significant portion of the professionals within VA oncology and hematology. Sponsorship increases your visibility, relationships and competitive edge with these professionals.

Your sponsorship, exhibition, and partnership with AVAHO provides important educational opportunities and resources to the professionals who care for Veterans with cancer and hematological disorders. You help them discover best practices, develop treatment protocols, and work with community providers and companies to provide the best treatment plan for patients.

In addition to professional development opportunities for VA and community-based healthcare professionals, your partnership is key in helping AVAHO advocate for the best resources and opportunities for VA employees and their patients, and helps build our nonprofit Foundation to identify and utilize the best research and treatment options for veterans.



AVAHO MEMBERS

- Medical Oncologists and Hematologists
- Surgical Oncologists
- Radiation Oncologists
- Pharmacists
- Nurses & Advanced Practice Registered Nurses
- Physician Assistants
- Social Workers
- Psychologists
- Cancer Data Analysts
- Community & allied health professionals
- Veterans
- Partnering non-profit organizations

AVAHO IS A 501(C)3 NONPROFIT ORGANIZATION, IRS NUMBER 20-3012788.



REGIONAL MEETINGS

- AVAHO plans to host 2 Regional Meetings in 2026.
- Topics likely to include Lymphoma, Colon Cancer and Neuro-Oncology in collaboration with AVANS
- Attendance for each meeting is approximately 50-75 VA healthcare providers, DoD providers, partnering associations and community care practitioners who care for veterans.

AVAILABLE SPONSORSHIPS

Booth Sponsor: \$3,000

This sponsorship provides a 6-ft table and 2 chairs for your representatives. Booth sponsors are provided two (2) complimentary tickets to the event. Sponsors are welcome to bring promotional materials to distribute to attendees.

Industry Mid-day Symposium Sponsor: \$15,000

This sponsorship is an opportunity for a presentation at each regional meeting. The topic should be complementary to the theme of the regional meeting. Companies interested in sponsoring presentations must complete an application for consideration and approval by the AVAHO committee.

*IRC Members must register to attend the meeting. Due to the number of IRC members, please limit participation to cancers that your products are currently indicated for or in the pipeline.

For more information please contact JoAnn@avaho.org.



2026

ANNUAL MEETING

September 10-13, 2026

Austin, Texas

800+ attendees

AVAHO members & industry partners

The **AVAHO Annual Meeting** is an opportunity for VA oncological and hematological professionals and community partners providing cancer care for veterans to network, learn, and develop best practices for veteran health. Sponsorship at this meeting increases your visibility and relationships with medical professionals.

Your sponsorship ensures the professionals who provide ongoing care to veterans with cancer and hematological disorders have the best information, professional networks, and clinical knowledge to provide the highest quality of care and treatment to veterans.

Please note that the following information is provided for your 2026 planning purposes only. More information will be available before the end of the year and updates will be provided on an on-going basis.

2026 Annual Meeting Sponsorship Levels

Titanium | \$100,000 10x20 display / 10 badges / Max 15 badges

Platinum | \$75,000 10x20 display / 8 badges / Max 10 badges

Gold | \$50,000 10x15 display / 6 badges / Max 8 badges

Silver | \$25,000 10x10 booth / 4 badges / Max 4 badges

Bronze | \$10,000 6-foot table / 2 badges / Max 2 badges

2026 Annual Meeting Sponsorship Benefits



All sponsors receive:

- Complimentary badges by sponsorship level
- Recognition in the conference program (exhibitor list)
- Sponsor designation on conference badge
- Ticket to Welcome Reception for each registered representative
- Inclusion in the Whova Meeting App
- Name display on registration-area signage
- Online company profile on meeting app for 6 months following conference
- Exhibit hall table and chairs

SILVER sponsors aforementioned benefits and:

- One complimentary mention in a daily update to members during the week of the meeting
- Logo display on slide show in all meeting rooms
- Logo on registration-area signage

GOLD sponsors receive aforementioned benefits and:

- Sponsor logo on meeting app (AVAHO uses Whova app services.)
- Sponsor logo by level on large banners (in general meeting areas)
- 1 complimentary registration bag insert

PLATINUM sponsors receive aforementioned benefits and:

- Exclusive Technology Sponsor - WHOVA app (Titanium or Platinum only; 3 available)
- Exclusive Lanyard Sponsor (Titanium or Platinum only; 1 available)
- Exclusive WiFi Sponsor (Titanium or Platinum only; 1 available)
- Poster Session Kiosk Sponsor (Titanium or Platinum only; 4 available)
- 2 complimentary registration bag inserts (total)
- Recognition ad in conference program (1/4 page)
- Logo on event t-shirt

TITANIUM sponsors receive aforementioned benefits and:

- Sponsorship of the 2025 Welcome Reception
- Recognition ad in conference program (1/2 page)
- 3 complimentary registration bag inserts (total)
- Exclusive benefits based on availability

Discretionary Sponsorships

AVAHO recognizes the importance of the participation of nonprofit patient advocacy and support organizations at our annual meeting. The eligibility for and availability of this exhibit space is at AVAHO's discretion. AVAHO also recognizes the need for diversity in sponsorship. A select number of sponsorships will be reserved to provide start-up, emerging and small companies the opportunity to serve as a sponsor.



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ADD-ON OPPORTUNITIES

These sponsorship opportunities are limited and are available on a first-come/first serve basis upon registration. There is an additional fee to support these tactics regardless of exhibitor status.

*Please note that these prices are approximate and may change prior to registration. New opportunities may also be added and will be posted prior to registration.

- **Registration Bag Sponsorship** (\$7,500/ limit 2-3 companies): The sponsor's company logo will be printed on high quality attendee bags.
- **Registration Bag Inserts** (\$3,000 per piece/ limit 2 per company): Exhibitors may provide literature to be included in each attendee registration bag. Materials maximum of four pages and/or 4-oz insert; premium charges may apply if exceeded.
- **Charging Stations** (\$5,000 per station/ limit 2 companies): AVAHO will secure seating area(s) that highlight your brand name and provide a place to charge a variety of devices.
- **Keycards** (\$7,500/ limit 1 company): All AVAHO guests will receive room keys with sponsor's design.
- **Headshots Sponsor** (\$6,000/ limit 1 company): Professional headshots for AVAHO annual meeting attendees.
- **Photo booth Sponsor** (\$3,000/ limit 1 company)
- **T-shirt sponsor** (\$2,000/ no limit): Your company logo on the official 2025 conference t-shirt.
- Other opportunities will be available closer to registration

Please check the [website](#) for the exhibitor registration link.

Exhibitor Registration will open on or about March 1, 2026

NON-CE Industry Presentations

AVAHO will offer mid-day presentation slots for Non-CE symposium at the annual meeting. These may be disease state or product-specific. The expected audience for each presentation is approximately 200-300 people. Interested companies must complete an application for review and approval. Applications will be evaluated by the education and program committee based on the following criteria:

- The proposed topic is particularly relevant to the veteran population/VHA
- The program description adequately describes the content to be presented
- The learning objectives are clear, objective, and well-developed
- The program is relevant for a significant portion of AVAHO multi-specialty members

Applications will be available December 1, 2025 and due January 30, 2026

Selected companies will be notified in early March.

The fee for the presentation slot is \$60,000.

AVAHO Educational Opportunities

AVAHO is open to working with Industry Partners to develop educational programs to benefit members, and to working with Industry to develop a better understanding of the VA landscape, priorities, practices, guidelines and needs/expectations of health care providers and patient/caregivers.

Roundtable Discussions (non-CE) | \$25,000

A panel of experts (selected by AVAHO) gathers to discuss specific cancer issues, patient challenges, treatment paradigms, barriers to care, problems and solutions. Practitioners will focus on the unique needs of patients, best practices, and resources available for practitioners and veterans. The 60-minute session will be video-taped, edited and prepared for on-demand viewing with a notation of support from the sponsor. The Roundtables will be promoted by AVAHO and will live in the Learning Center.

Industry/AVAHO Expert Closed Discussions | \$25,000

AVAHO will pull together board representatives and subject matter experts for a closed, private discussion with industry executives on a specific topic. Industry prepares a list of questions and engages the faculty for their viewpoints, experience, observations and recommendations.

The modest costs for these programs will cover the digital editor, posting, hosting, maintenance and development fees for each program. Industry will be billed upon the launch of the program. Payment requested within 30 days. These opportunities are limited based on current bandwidth and technological capabilities.

Access the Industry Directory here: <https://www.avaho.org/industry/directory/>



AVAHO has launched an **Industry Directory** on the AVAHO site.

- This is a listing of company websites and primary contact information. The goal of the directory is to provide easy, accessible contact information for our members to reach you about your products.
- **You must complete this application** and supply the necessary information to be included in the directory.

It is the responsibility of each company to keep the primary contacts updated with AVAHO. All other information will be linked to the company website and updated by the company in real time.

INDUSTRY RELATIONS COUNCIL

The Industry Relations Council is an advisory council representing a variety of corporations and nonprofits whose products and services benefit veterans with cancer and hematological disorders.

Membership is by application and open to those who wish to participate in shaping AVAHO priorities and building ethical, meaningful relationships between industry representatives and medical professionals working with veterans.

Industry Relations Council: **\$4,000 annually per person**

IRC member benefits:

- Priority notification of meetings, events, sponsorships, and other opportunities.
- Attendance (in person or virtual) at scheduled IRC meetings with AVAHO leadership.
- Complimentary badge with prior registration for the annual and regional meetings.
- Badge recognition at the annual meeting.
- Priority notification of research and clinical trial sponsorship opportunities offered through the newly formed AVAHO Foundation.
- Inclusion in a new Industry Directory (Summer 2024) on AVAHO's website intended for providers to have up-to-date contact information for industry representatives and medical science liaisons (MSLs).
- Membership is granted to an individual at a company. A company may have more than one IRC member as long as the additional registration is completed. (If an individual moves to a different company, the membership may be reassigned to a replacement with written notice and AVAHO approval.)
- Attendance at in-person IRC meetings is limited to two IRC members per company. No substitutes or plus ones.
- Membership is annual (beginning/renewing in January).
- Dues for the 2026 calendar year are \$4,000 per individual IRC member.

Join the IRC



AVAHO Foundation



AVAHO launched the AVAHO Foundation in 2023 with seed money from AVAHO and member donations. Since that time, AVAHO has awarded professional development scholarships and reactivated AVAHO's Research Committee alongside the AVAHO Board of Directors.

The Foundation is dedicated to 3 funding initiatives:

1. Providing professional development scholarships for VA employees who work with veterans with cancer to attend conferences or obtain certifications not supported by VA funds.
2. To support research efforts by AVAHO members (in the VA or in community care) which support improved treatment of cancer and hematological disorders in veterans.
3. Special projects to bridge funding and access gaps that currently make treatment difficult or impossible for veterans (i.e., transportation funds for veterans to attend appointments).

The Foundation accepts donations from corporations, nonprofit organizations, and individuals. Your annual meeting t-shirt purchase supports the Foundation.

AVAHO Advocacy Efforts

Since 2023 the Advocacy Committee explored partnerships with nonprofits, VA organizations, and corporations whose advocacy interests support VA employees, DoD employees, and/or veterans' healthcare. We forged new partnerships and looked to discover long-term policy objectives that benefit members and the veterans they serve.

But advocacy is a nimble effort, and with the changes brought down within the federal government in early 2025, our advocacy efforts have pivoted to managing three immediate objectives:

1. Discourage the reduction of 83,000 employees from the VA system, which will inevitably impact patient care
2. Interrupt the impact back-to-work efforts, reduction in force, and similar limitations have on current operations within the VA
3. Ensure clinical research funding is continued and uninterrupted

Get Involved!

AVAHO is looking to learn what your company is advocating for and is available to help develop platforms, speak on your behalf, and participate (as able per federal employee guidelines) in advocacy activities. Please contact Julie Lawson to discuss further at julie@avaho.org.

AVAHO is grateful for the generous support from our industry partners and for all that you do for our veterans!!