



BINAYTARA

SUPPORTER OPPORTUNITY

MEMPHIS HEMATOLOGIC MALIGNANCIES SYMPOSIUM



August 22, 2026 | 7:10 AM - 2:10 PM



Memphis Riverline Hotel

250 N Main St, Memphis, TN

Conference Chairs:

- Swapna Thota, MD
University of Tennessee Health Science Center
- Jason Chandler, MD
West Cancer Center & Research Institute
- Jeff Harris, MD
West Center & Research Institute

Target Audience

- Hematologists, Oncologists
- Oncology Fellows
- Researchers and Others
- NPs / PAs
- Pharmacists
- Nurses

SPONSORSHIP CONTACT

sponsorships@binaytara.org



Exhibitor Portal

EXHIBIT OPPORTUNITIES

Showcase your products and services directly to oncology professionals with high-visibility table space at leveled pricing based on event size and reach

EXHIBIT TABLES	LIMITED	BASIC	PREMIUM	FEATURED
Exhibitor Badges	N/A	2 Badges	3 Badges	4 Badges
Tabletop Costs	Email us for availability	\$6,500	\$7,500	\$10,000
Non-Profit	N/A	\$2,500	N/A	N/A
Early-Stage Company (Max of 2 annually)	N/A	Email us for availability	N/A	N/A

Tier 3 Conference

- One and one-half & One-day events with a focused, local audience
- Draws community oncology providers

Tier 2 Conference

- One and one-half day to two-day regional events with moderate-to-large attendance
- Engages community and academic providers

Tier 1 Conference

- Two to three-day national-level summits with high visibility and large audiences
- Attracts industry leaders and cross-regional attendance

Exhibit Table Levels

All levels include 6' table

Limited: 1 Exhibitor Badge for half-conference

Basic: 2 Exhibitor Badges

Premium: 3 Exhibitor Badges; choice of table placement after Featured & Large Sponsorships

Featured: 4 Exhibitor Badges; choice of table placement after Large Sponsorships

Exhibitor Badges

- Grant access to the exhibit area, CME sessions, and allow interaction with healthcare professionals
- Additional badges available for purchase for Basic, Premium & Featured levels

Early-Stage Company

Discounted Basic table for small biotechs looking to experience Binaytara conferences. Includes:

- 6' exhibit table
- 2 Exhibitor Badges
- Available at select conferences only
- Maximum purchase of 2 annually

Non-Profit

Discounted Basic table for eligible 501(c)(3) or equivalent nonprofit organizations. Includes:

- 6' exhibit table
- 2 Exhibitor Badges
- Available at select conferences only

SPONSORSHIP OPPORTUNITIES

Showcase your leadership and gain premium visibility for strategic engagement and branding with 20–25% savings

SPONSORSHIPS - TIER 3 CONFERENCES	BRONZE \$15K	SILVER \$30K	GOLD \$40K	PLATINUM \$60K
Exhibit Tables	1 Basic	1 Basic	1 Basic	2 Basic
Exhibitor Badges	4 Badges	4 Badges	6 Badges	8 Badges
Welcome Event Ticket	1 Ticket	2 Tickets	3 Tickets	4 Tickets
<i>The Cancer News</i> Article	✓ Included	✓ Included	✓ Included	✓ Included
Digital Package (Website and Email Blasts)	✓ Included	✓ Included	✓ Included	✓ Included
Company Logos on Website	Small: 250px x 50px	Medium: 350px x 100px	Large: 400px x 150px	Large: 400px x 150px
CUSTOMER ENGAGEMENT (CHOOSE ONE)				
Product Theater Product Theater In-Session Sponsor Abstract Session Digital Display Ad (Hotel Dependent) Networking Reception	25% Discount	50% Discount	75% Discount	✓ Included

Welcome Event Ticket

Inclusion at Welcome Event with event chairs and speakers

- Provides access to informal, high-value networking in a relaxed setting
- Ideal for building trust and long-term relationships with oncology thought leaders

CUSTOMER ENGAGEMENT OPTIONS

See page 4 for descriptions

Digital Package (Website and Email Blasts)

Your logo and message featured in pre-event emails and promotional web materials

- Increases brand recognition and recall before attendees arrive onsite
- Ideal for driving early awareness and interest in your sponsored sessions

Company Logos on Website

Your logo appears on Binaytara's partners webpage

- Size and placement vary by sponsorship level
- Ideal for increasing brand trust and credibility before, during, and after the event



2026 CONFERENCES

ENGAGEMENT OPPORTUNITIES

Consider these high-impact add-ons to boost visibility, engagement, and thought leadership

ENGAGEMENT OPPORTUNITIES	
Coffee with Chairs	\$10,000
Digital Display Ad (Hotel Dependent)	\$20,000
Sponsor Abstract Session	\$20,000
Networking Reception	\$25,000
Product Theater	\$30,000
Product Theater In-Session	\$30,000

Coffee with Chairs

Start the day with meaningful dialogue. Sponsor an intimate, informal networking breakfast with the conference chairs and faculty.

Includes:

- Acknowledgment in agenda
- Ideal for building long-term relationships with decision-makers

Sponsor Abstract Session

Support a featured research session. Includes:
Signage and recognition during the session

- Ideal for aligning your brand with innovation and early-career physicians

Product Theater

Deliver a branded, non-CME session to showcase your data, insights, or pipeline innovation. Includes:

- 45-minute time slot on agenda (subject to availability)
- AV support, meeting room, and signage
- Ideal for engaging an audience of oncology professionals

Digital Display Ad

Feature your brand on strategically placed digital signage in a high-traffic area like registration or exhibit hall. Includes:

- Animated or static creative (provided by sponsor)
- High-frequency exposure across conference days
- Ideal for ensuring sustained visibility

Networking Reception Sponsor

Light up the day with a high-energy networking event! Includes:

- Branded signage at event
- Opportunity for brief welcome remarks
- Acknowledgment in agenda
- Ideal for celebrating milestones, or boosting visibility in a relaxed environment

Product Theater In-Session

Present current products within conference agenda

- 15-minute speaking slot in non-CME Session within the main meeting room
- 100+ audience of hematologists/oncologists, notable faculty & attendees
- May be branded

ENHANCEMENT OPPORTUNITIES

Amplify your brand and engage meaningfully with attendees

ENHANCEMENT OPPORTUNITIES	
Extra Exhibitor Badges	\$450
Attendee Badge (No Exhibit Table or HCP Interaction)	\$1,550
Charging Station	\$4,800
<i>The Cancer News</i> Article	\$5,000
Wi-Fi Sponsor (Hotel Dependent)	\$20,000

Extra Exhibitor Badge

Add additional badges beyond your exhibit table allotment to ensure your full team can attend, interact with HCPs, and cover the exhibit space efficiently. Pricing varies by conference tier.

- Ensures consistent presence during peak exhibit hours
- Ideal for bringing additional sales, MSL, or marketing staff

Attendee Badge (No Exhibit Table)

This badge grants access to educational sessions and conference materials but does not include exhibitor privileges.

- No exhibit space, branding, or onsite marketing
- No interaction with HCPs permitted under ACCME rules
- Ideal for internal training or observing CME content only

Charging Station Sponsor

Provide a much-needed service to attendees while putting your brand front and center. Includes:

- Branded signage at a high-traffic charging station
- One Exhibitor Badge
- Ideal for sponsors seeking passive but visible touchpoints

The Cancer News Article

Position your organization as a thought leader in *The Cancer News*: Binaytara's digital health news platform. Includes:

- Professionally written sponsored article (interview-based or provided content)
- Article featured on *TheCancerNews.org* and shared on social media
- Ideal for reaching professionals, patients, and the public

Wi-Fi Sponsor

One of the most visible sponsorships at any event. Your logo or custom message appears:

- On signage promoting network access throughout venue
- Ideal for receiving numerous impressions per day



[2026 CONFERENCES](#)

SUPPORTER OPPORTUNITIES IN 2026

ANNUAL EXHIBIT PACKAGES FOR MAXIMUM REACH

Maximize your visibility and streamline your planning with Binaytara's Annual Exhibit Packages. These packages offer significant savings and consistent brand exposure across our full calendar of oncology conferences—from regional meetings to national summits. Maintain a strong presence while building lasting relationships with healthcare professionals and decision-makers.

Bundles include:

- **7.5%-10% discount** on 6' tabletop display at each conference included in package
- **Complimentary Badges** that provide full event access to HCPs and conference presentations
- **Limited Number of MSL Badges** to be used across any Binaytara conference throughout the year
- **Discounts** on opportunities for Customer Engagement

PRODUCT THEATER PACKAGES FOR MAXIMUM IMPACT

Showcase your innovations through Product Theater Packages which provide significant discounts to companies looking to make a splash with multiple Product Theaters across the year.

Our Product Theaters are In-agenda 45-minute, non-competing sessions with the program sponsor's choice of topic and invited speaker. *CME Regulations restrict the speaker to Non-Faculty Members of the conference.*

Binaytara leadership provides support in increasing attendance to ensure an average of **8-20 HCPs** per event.

PARTNER WITH US IN 2026

Connect with oncology leaders, amplify your brand's impact, and support equitable cancer care by aligning with Binaytara's mission-driven conferences. Let's work together to create meaningful engagement opportunities tailored to your goals.

CONTACT US

To explore partnership opportunities, savings, and program benefits.

 sponsorships@binaytara.org

 **425-361-0029**



2026 PROSPECTUS

DISCOVER BINAYTARA & MAKE A DIFFERENCE

ABOUT BINAYTARA

Binaytara is a leading global oncology 501(c)(3) non-profit transforming cancer care through advocacy, research, education, and global health initiatives. Founded in 2007 by oncologist/hematologist Dr. Binay Shah and Tara Shah, our mission is to reduce cancer health disparities by improving access to care and equipping oncology professionals with the knowledge they need to deliver the best outcomes for their patients.

C – CANCER CARE

We expand access to cancer treatment through direct service delivery in underserved regions, including the Binaytara Cancer Center in Janakpur, Nepal—a 200-bed hospital currently under construction. Our global programs also include a bone marrow transplant program, palliative care, and cervical cancer screenings.

A – ADVOCACY

We amplify the voices of underserved communities and drive policy change through initiatives like the Summit On Cancer Health Disparities (SCHD) and the Center For Women's Cancer Access and Advocacy (CWCAA).

R – RESEARCH

We publish research focusing on implementation science and care delivery innovation, bridging science and access through the International Journal of Cancer Care and Delivery (IJCCD) and our future Binaytara Cancer Research Institute.

E – EDUCATION

We equip healthcare professionals with practice-changing knowledge through 50+ annual CME/CE conferences annually, OncoBlast (our gamified CME app), The Cancer News, and mentorship programs for future oncology leaders.

WHY PARTNER WITH US

Support a mission-driven organization while gaining unmatched access to oncology professionals nationwide

HIGH-IMPACT VISIBILITY

- Direct access to oncologists, APPs, nurses, pharmacists, and decision-makers
- Exhibit tables, Product Theaters, Industry Forums, and networking events
- Ongoing exposure via *The Cancer News*, email campaigns, and onsite promotion



[FACULTY LIST](#)

NATIONAL REACH, NATIONAL RELEVANCE

- **50+ oncology conferences** annually across **25 states**
- **Attendees** from community and academic centers, VA hospitals, IHS clinics, and large health systems
- **2000+ HCPs** in 2025 from **320+ institutions**, including **40+** NCI-designated cancer centers
- **20+ subspecialties** represented, including medical oncology, immunotherapy, surgical oncology, and more



[2026 CONFERENCES](#)

FLEXIBLE, YEAR-ROUND OPPORTUNITIES

- Choose from single-event sponsorships or annual multi-conference packages
- Tailor your engagement with à la carte options that match your goals and budget
- Scalable solutions for long-term strategic partners or first-time exhibitors



MISSION-ALIGNED PARTNERSHIP

- Support CME/CE-accredited education, research publication, and public cancer awareness
- Demonstrate your commitment to equitable cancer care and provider education across diverse communities
- Join a growing network of faculty from top-ranked institutions like MD Anderson, UCSF, Fred Hutch, Mayo Clinic, and more

[INSTITUTION LIST](#)

INVITATION TO SPONSOR & EXHIBIT

Dear Friend & Supporter,

On behalf of Binaytara, I invite you to support our upcoming independent medical education activity, **"Memphis Hematologic Malignancies Symposium,"** taking place at **Memphis Riverline Hotel 250 North Main Street, Memphis, TN, USA on August 22, 2026.** This is a CME-accredited, in-person oncology conference featuring leading experts in the field to provide practical, evidence-based updates that clinicians can apply directly in practice. Through didactic lectures, case-based discussions, and interactive Q&A sessions, participants will learn about the clinical impact of actionable molecular alterations across hematologic malignancies and solid tumors. The program emphasizes the integration of oncology guidelines and innovative therapies into daily practice, equipping clinicians with practical tools to deliver cutting-edge, personalized care.

We anticipate approximately 75 participants, including hematologists and oncologists, fellows, nurse practitioners, oncology nurses, oncology pharmacists, physician assistants, and others, to participate in this CME-accredited live meeting.

This conference offers sponsorship and marketing opportunities to help your products stand out. Please review this sponsorship packet for detailed costs of each sponsorship type and the benefits associated with them.

All product promotions must occur during the designated time slots in the designated area that is separate from the meeting space where this accredited continuing education will take place. Presentation of promotional materials, including standards related to product-specific advertisement and other product promotion, before, during, and after this conference must conform to all applicable continuing medical education ("CME") standards set by ACCME. Compliance with all applicable laws and regulations is required of every organization that participates in and/or supports the Independent Medical Educational activities organized by Binaytara.

We look forward to your participation!

Sincerely,

Justin R. Marquart

Justin Marquart
Chief Development Officer
Binaytara
justin.m@binaytara.org

MAKE CHECK PAYABLE TO

Binaytara

3380 146th Pl SE, Suite 340
Bellevue, WA 98007
PHONE - (425) 361-0029

Please include conference code
MEMHEMEAUG26 on checks
and payment notifications

PRELIMINARY PROGRAM AGENDA

SATURDAY, AUGUST 22, 2026

07:10 AM – 08:10 AM REGISTRATION,
BREAKFAST
& EXHIBITS

08:10 AM – 08:15 AM WELCOME

08:15 AM – 08:30 AM Binaytara's Efforts in
Improving Cancer Care Disparities

**08:30 AM - 10:00 AM SESSION 1:
MYELOMA**

08:30 AM - 08:50 AM CAR-T vs BiTE Therapy

08:50 AM - 09:10 AM Whether to transplant
or not to transplant

09:10 AM - 09:30 AM Using MRD to stop
maintenance?

09:30 AM - 10:00 AM Case based panel
discussion

10:00 AM - 10:10 AM BREAK & EXHIBITS

**10:10 AM - 11:40 AM SESSION 2:
LYMPHOMA**

10:10 AM - 10:30 AM CLL: Time-limited or
Continuous?

10:30 AM - 10:50 AM The evolving treatment
landscape in relapsed/refractory DLBC

10:50 AM - 11:10 AM Chemo-free Approach to
ALL

11:10 AM - 11:40 AM Case based panel
discussion

**11:40 AM - 01:10 PM SESSION 3:
LYMPHOID**

11:40 AM - 12:00 PM Who would you currently
induce for AML in 2026?

12:00 PM - 12:20 PM Germline Predisposition
for Adults

12:20 PM - 12:40 PM Clonal Hematopoiesis
and Current Treatment Algorithms

12:40 PM - 01:10 PM Case based panel
discussion

01:10 PM - 02:10 PMLUNCH & EXHIBITS

002:10 PM - 02:10 PM ADJOURN



Dedicated, Non-Competing Product Theater Opportunities.
See Page 4 For More Information.

[FULL PROGRAM](#)

TERMS & CONDITIONS

INDUSTRY EMPLOYEE PARTICIPATION TERMS AND CONDITIONS

All pharmaceutical industry employees, regardless of role or licensure status, must purchase either an Exhibitor or Industry Attendee badge to participate in any Binaytara conference, including for the purpose of earning CME/CE credit.

By attending this event, you consent to being photographed or recorded. Binaytara may use images or video for marketing purposes.

EXHIBITOR AND ATTENDEE BADGE POLICY

- **Check In:** All on-site personnel, including those setting up or dismantling exhibits, must wear an Exhibitor Badge and check in at the registration desk.
- **Badge Sharing and Transfer:** Badge sharing is not permitted. Badges are transferable; please communicate any changes in advance.
- **Attendee Badges:** Non-exhibiting/sponsoring Industry employees must purchase Attendee Badges. These badges are for the purpose of education and do not permit engagement with healthcare provider attendees (e.g., faculty or participants). Any promotional activity—including greetings, introductions, or distribution of materials—will result in an invoice for an exhibit space.
- **Third-Party Vendors:** Setup/dismantle contractors may access the event site without a badge. Advance notice and arrival coordination with Binaytara staff is required.

REGISTRATION CANCELLATION AND REFUND POLICY

- You may cancel your enrollment at any time. Please note the following cancellation policy applies:
- 80% refund for cancellations made 60 or more days before the conference
- 50% refund for cancellations made 31–59 days before the conference
- No refund for cancellations made within 30 days of the conference
- Please confirm your company's exhibitor status before registering as refunds will not be issued to industry representatives who pay the full fee without confirming their company's exhibitor status. Similarly, no refunds will be provided to non-exhibiting representatives who mistakenly purchase discounted tickets.
- No credits will be granted for failure to complete all required components of the activity, including registration and live participation.

REGISTRATION FEE TRANSFER

We may be able to transfer your registration fee from one conference to another if any of the following conditions are met:

- Contagious illness that prevents the registrant from participating in the conference
- Death in the registrant's family
- Binaytara cancels the full conference

Registration cannot be refunded or transferred under any other circumstance, including poor weather conditions, travel disruption, or any other reasons not listed above.

If the new conference has a higher registration fee than the original, the balance must be paid before the transfer is processed. No refunds will be issued if the new conference fee is lower than the original.

TERMS & CONDITIONS

TERMS AND CONDITIONS OF SUPPORT

INDEPENDENT MEDICAL EDUCATION ACTIVITY

Binaytara is committed to preserving the scientific integrity and educational value of its independent medical education activities and medical conferences. Any individual or entity with a current or past business relationship with a commercial supporter may not influence the development and execution of Binaytara's educational conferences.

All pledges of support must be confirmed by written advance notice of the intended support. The terms, conditions, and purpose of the support must be documented by a signed letter of agreement between the supporting organization, and Binaytara. Terms and conditions of support may not require Binaytara to accept the supporter's advice or services, including but not limited to the content, speakers or invitee selection, or other aspects of the conference.

Binaytara invites organizations to support and participate in this conference in a manner that complies with the Standards for Integrity and Independence in Accredited Continuing Education sent forth by the Accreditation Council for Continuing Medical Education (ACCME).

All product promotions must take place in the designated exhibit and Product Theater spaces separate from the "meeting room" where the Accredited Continuing Education activity is held. Presentation of promotional materials, including standards related to product-specific advertisement and other product promotion, before, during, and after this conference must conform to all applicable continuing medical education ("CME") standards set by ACCME. Compliance with all applicable laws and regulations is required of every organization that participates in and or supports the Independent Medical Educational activities organized by Binaytara.

Any funds provided in support of an independent medical education activity must be made payable to Binaytara. Binaytara is a 501(c)(3) non-profit organization established with the goal of improving healthcare in resource-poor communities and improving cancer care worldwide.

INDUSTRY FORUM AND PRODUCT THEATER TERMS AND CONDITIONS

All symposiums, Product Theaters or ancillary events held by the industry targeting the attendees or faculty of Binaytara conferences must be pre-approved by Binaytara. Appropriate Product Theater fees must be paid prior to hosting them.

Speakers for the Industry Forums or Product Theaters can not be the same individuals who are also faculty at this conference. This requirement may be waived if the Industry Forum is CME accredited.

Meals for the conference attendees will be provided by Binaytara and, are paid for by attendees with the registration fee. Meals for conference attendees may not be placed in the same room where the Product Theater or the Industry Forum is held unless the meal area is open to all participants of the conference.



[**BINAYTARA FAQ SHEET**](#)

**Request for Taxpayer
Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) BINAYTARA	
	2 Business name/disregarded entity name, if different from above.	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. ☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate ☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. ☒ Other (see instructions) NON-PROFIT CORPORATION	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) 501C3 Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ <i>(Applies to accounts maintained outside the United States.)</i>
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions ☐	
5 Address (number, street, and apt. or suite no.). See instructions. 3380 146th PI SE, Suite 340 6 City, state, and ZIP code Bellevue, WA 98007 7 List account number(s) here (optional)		
Requester's name and address (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

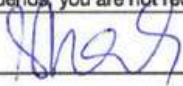
Social security number	
or	
Employer identification number	
2	6 - 1 6 0 3 6 7 6

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person 	Date May 11, 2026
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they