BINAYTARA

Tier 3

SUPPORTER OPPORTUNITY

2027 DETROIT HEMATOLOGY AND ONCOLOGY PRACTICE SYMPOSIUM

April 17, 2027 | begins 7:00 AM

St. Johns Resort
44045 Five Mile Rd, Plymouth, MI 48170

Conference Chairs:

- Fawzi Abu Rous, MD
  Henry Ford Cancer Center
- Maria Diab, MD
  Henry Ford Cancer Center

Target Audience:

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

SPONSORSHIP CONTACT

sponsorships@binaytara.org

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	BASIC	PREMIUM	FEATURED
Exhibitor Badges	2 Badges	3 Badges	4 Badges
Tabletop Costs	$6,500	$7,500	$10,000
Non-Profit	$2,500	N/A	N/A
Early-Stage Company (Max of 2)	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 providers & academic faculty

Tier 2 Conference

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

Tier 1 Conference

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

Exhibit Table Levels

All levels include 6' table
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
- Limited by price and vary by sponsorship level

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

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 $20K	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
CUSTOMER ENGAGEMENT (CHOOSE ONE)				
Product Theater **In-Session Product Theater** **In-Session Education Forum** **Advisory Board** **Reception Sponsor**	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

Annual Packages for 2027

Join Binaytara as a Partner with one of our Bundled Packages!

Discounted Rates

Priority Registration Access

Unique Engagement Opportunities

ENGAGEMENT OPPORTUNITIES

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

ENGAGEMENT OPPORTUNITIES	
Product Theater	$30,000
In-Session Product Theater or Education Forum	$30,000
Advisory Board	$30,000
Reception Sponsor	$25,000

Product Theater

Deliver a branded, promotional non-CME session

- 45-minute time slot on agenda (subject to availability)
- Meeting room & signage
- AV: Projector & Screen, Microphone, Slide Advancer
- Ideal for engaging an audience of oncology professionals

In-Session Product Theater/Education Forum

15-minute speaking slot In-Session within the main meeting room featuring an audience of 100+ hematologists/oncologists, notable faculty & attendees

- **Promotional Forum:**
  - Company procures non-faculty speaker to present branded content within conference agenda
- **Education Forum:**
  - Binaytara procures speaker (may be faculty) who will create the content for dedicated topic suggested and supported by company within conference agenda

Advisory Board

Leverage the presence of the conference's renowned faculty

- 2 hour timeslot during Binaytara meeting
- Attendance Management
- Room Rental and Food & Beverage
- AV: Projector & Screen, Microphone, Slide Advancer

Reception Sponsor

Boost visibility in a relaxed environment

- 10-Minute Speaking Slot
- Branded signage at event
- Acknowledgment in agenda

2027 CONFERENCES

ENHANCEMENT OPPORTUNITIES

Amplify your brand and engage meaningfully with attendees

ENHANCEMENT OPPORTUNITIES	
Extra Exhibitor Badges (Limit of Two)	$1,000
Non-Sponsoring Industry Badge (No Exhibit Table or HCP Interaction)	$1,850
Charging Station	$4,800
***The Cancer News* Article**	$5,000
Wi-Fi Sponsor (Hotel Dependent)	$20,000
Banner Advertisements	$3,000

Additional Exhibitor Badge

Add 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.

- Limit of Two
- Ideal for bringing additional sales, MSL, or marketing staff

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

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

Non-Sponsoring Industry 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

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

Banner Advertisements

Promote your organization with an ad designed by your company

- Banner Advertisement included on The Cancer News for one month

SUPPORTER OPPORTUNITIES IN 2027

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:

- **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 2027

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

2027 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

2027 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, **"2027 Detroit Hematology and Oncology Practice Symposium," taking place at St. Johns Resort, 44045 Five Mile Rd, Plymouth, MI 48170, on April 17, 2027.** This is a CME/CE-accredited conference designed to help oncology professionals integrate the latest scientific advances into clinical practice. Led by national and regional experts, this interactive symposium will translate practice-changing data from leading oncology conferences and peer-reviewed journals into actionable strategies for improving cancer care. Participants will explore emerging biomarkers, gene signatures, and novel therapeutic agents that are reshaping treatment paradigms in hematologic malignancies and solid tumors. Sessions will focus on guideline-based management, patient-centered care, and effective communication strategies for introducing new therapies.

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,

Vivian Scheidt
Director of Sponsorships
Binaytara
vivian.s@binaytara.org

MAKE CHECK PAYABLE TO

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

Please include conference code **DETHEMEAPR27** on checks and payment notifications

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PRELIMINARY PROGRAM AGENDA (SUBJECT TO CHANGE)

SATURDAY, APRIL 17, 2027

07:00 AM - 08:00 AM Registration, Breakfast, & Exhibits

08:00 AM - 08:05 AM Welcome

08:05 AM - 08:30 AM Binaytara's Efforts in Improving Cancer Care Disparities (Ambassador)

08:30 AM - 09:30 AM Session 1: Lung Cancer

08:30 AM - 08:50 AM Management of EGFR mutated non small cell lung cancer

08:50 AM - 09:30 AM Case-Based Panel Discussion

09:30 AM - 10:00 AM Break & Exhibits

10:00 AM - 11:00 AM Session 2: GI Oncology

10:00 AM - 10:20 AM What is the current landscape of immunotherapy in colorectal cancer?

10:20 AM - 11:00 AM Case-Based Panel Discussion

11:00 AM - 12:00 PM Session 3: GU Oncology

11:00 AM - 11:20 AM Approach to Managing RCC (Clear and Non-Clear Cell)

11:20 AM - 12:00 PM Case-Based Panel Discussion

12:00 PM - 01:00 PM Lunch

01:00 PM - 02:00 PM Session 4: Keynote Speech

01:00 PM - 01:45 PM The Current and Future Landscape of Antibody Drug Conjugates in Solid Oncology

01:45 PM - 02:00 PM Q & A

02:00 PM - 03:00 PM Session 5: Breast Cancer

02:00 PM - 02:20 PM Novel strategies for HER2 Positive Breast Cancer

02:20 PM - 03:00 PM Case-Based Panel Discussion

03:00 PM - 03:15 PM Break & Exhibits

03:15 PM - 04:15 PM Session 6: Hematologic Cancers

03:15 PM - 03:35 PM Smoldering Myeloma: to treat or not to treat

03:35 PM - 04:15 PM Case-Based Panel Discussion

04:15 PM - 04:20 PM Closing Remarks

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.

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.
- **Non-Sponsoring Industry Badges:** Non-sponsoring Industry employees must purchase Non-Sponsoring Industry 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:
- 75% refund for cancellations made 60 or more days before the conference
- 50% refund for cancellations made 45–59 days before the conference
- No refund for cancellations made within 44 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.

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 Product Theaters can not be the same individuals who are also faculty at this conference. This requirement may be waived for the In-Session Education Forum.

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 is held unless the meal area is open to all participants of the conference.

BINAYTARA FAQ SHEET

Form **W-9**
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

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.)

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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)

(Applies to accounts maintained outside the United States.)

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 Pl SE, Suite 340

Requester's name and address (optional)

6 City, state, and ZIP code

Bellevue, WA 98007

7 List account number(s) here (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:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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** [signature] **Date** May 11, 2026

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