



**NDLR**  
NEW DIRECTIONS IN LEUKAEMIA RESEARCH



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## Sponsorship Prospectus

4 – 6 March, 2024

Adelaide Convention Centre  
Adelaide, South Australia

## NEW DIRECTIONS IN LEUKAEMIA RESEARCH

### SPEAKERS



#### Timothy Hughes

Timothy P. Hughes, MD, FRACP, FRCPA, FAAHMS, FAA

Precision Cancer Medicine Theme Co-Leader, South Australian Health and Medical Research Institute (SAHMRI); Professor of Haematology, University of Adelaide and Consultant Haematologist, Royal Adelaide Hospital.

Professor Timothy Hughes is the Precision Cancer Medicine Theme Co-Leader at the South Australian Health and Medical Research Institute (SAHMRI); Professor of Haematology at the University of Adelaide and Consultant Haematologist at the Royal Adelaide Hospital. He is also Chair of the International Chronic Myeloid Leukemia Foundation (iCMLf) and an inaugural Fellow of the Australian Academy of Health and Medical Sciences (AAHMS) and a Fellow of the Australian Academy of Science. Professor Hughes is an international expert in the biology and treatment of leukaemia. He has published over 300 papers with over 63,000 citations.



#### Dan Landau

Dan Landau MD, PhD. Associate Professor of Medicine, Division of Hematology and Medical Oncology Associate Professor of Physiology and Biophysics, Weill Cornell Medicine Core Member, New York Genome Center.

Dan Landau, MD, PhD is Associate Professor of Medicine at Weill Cornell Medicine and a Core Member of the New York Genome Center. He is an oncologist whose long-term goal is to develop novel technologies to address cancer evolution as a central obstacle to cure. His research group is funded by the NCI, NHLBI, and NHGRI. His work has led to recognition and awards, including Stand Up to Cancer, Burroughs Wellcome Fund, Vallee Scholar, and the NIH Director's New Innovator Award.



#### Katy Rezvani

MD, PhD. Department of Stem Cell Transplantation and Cellular Therapy, Division of Cancer Medicine. The University of Texas MD Anderson Cancer Center.

Dr. Rezvani is Professor of Medicine, Director of Translational Research, Medical Director of the MD Anderson GMP and Cell Therapy Laboratory and Chief, Section of Cellular Therapy, Department of Stem Cell Transplant and Cellular Therapy, MD Anderson Cancer Center.

Dr. Rezvani joined the faculty at the MDACC in 2012 from the Hammersmith Hospital in London, where she was Director of the allogeneic adult stem cell transplant program, Medical Director of the GMP facility and Director of the Transplant Immunology Research Laboratory. Dr. Rezvani has an active research laboratory program in transplantation immunology where the focus of her research group is to study the role of natural killer cells (NK) cells in mediating immunity against leukemia, and to understand the mechanisms of tumor-induced NK cell dysfunction. The goal of these studies is to develop strategies to enhance NK cell effector function against tumors by genetically engineering the cells to enhance their in vivo antileukemic activity and persistence.

Dr. Rezvani has extensive laboratory experience in higher-order flow cytometry, CyTOF, various molecular biology techniques and xenograft NSG mouse models of NK immunotherapy. Her laboratory program in transplant immunology has led to the approval and funding of a number of Phase I/II studies of immunotherapy in patients with leukemia and lymphoma.

## NEW DIRECTIONS IN LEUKAEMIA RESEARCH

The Scientific and Organising Committees would like to invite you to be a part of the **New Directions in Leukaemia Research (NDLR) Meeting 2024** to be held in Adelaide, South Australia, Australia from Monday 4 March to Wednesday 6 March, 2024.

The goal of the NDLR Meeting is to bring together clinicians and scientists to discuss emerging paradigms and breakthroughs at the forefront of blood cancer research and treatment, from the molecular basis of leukaemia, myelodysplasia, myelofibrosis, lymphoma and multiple myeloma to new therapies and actionable biomarkers emerging in the clinic.

As one of the premier international leukaemia meetings, NDLR 2024 will again bring together early career investigators, senior scientists and clinicians. Attendees will hear of recent findings in basic and translational research through interaction with local and international experts and forging new collaborations. The meeting will facilitate the planning of new clinical trial objectives and educate the next generation of physician scientists in Australia.

Leukaemia research has undergone an unprecedented revolution in recent years and this is beginning to deliver a real and significant impact in the clinic. The biennial NDLR Meeting offers a unique opportunity for scientists and clinicians to keep pace with such a rapidly evolving field and therefore offers sponsoring organisations unrivalled exposure and recognition.

This Meeting also provides the opportunity for the industry to interact with experts in the field of leukaemia research and clinical haematology (haematologists/oncologists).

We look forward to having you participate as a sponsor or exhibitor at **NDLR 2024!**

**Professor Deborah White and Associate Professor Daniel Thomas**  
NDLR 2024 Co-Chairs





**Twitter**  
**100+**



**Expected number  
of Delegates**  
**200+**



**Mailing list - 150+**

**Conference Manager  
Event Studio**

**E. [NDLR2024@eventstudio.com.au](mailto:NDLR2024@eventstudio.com.au)  
P. 08 8379 8222**



## Sponsorship Package Overview

Please see below how NDLR 2024 Sponsorship Packages can provide your company with unique tools and more opportunities to engage and interact with attendees at the event.

### Meeting Website & Digital Communication

The Meeting website is the main source of information and a valuable tool to provide up to date material to all delegates. Sponsors will be recognised with reference to their company website as supporting the event including their logo and link to their company url.

Throughout planning of the event, delegates receive updates and communication which can be branded with your logo.

Connecting with the NDLR community through social media posts is another way to get your company logo and branding in front of a targeted audience.

### Meeting Handbook

The Meeting Handbook will be made available all registrants. Inside includes information on how to participate in the event, meeting program, sponsor advertising space and frequently asked questions.

This will be a valuable resource for attendees to reference when attending the event.

### In Person Meeting

Having company representatives in person onsite at the Adelaide Convention Centre provides sponsors with the ultimate opportunity to talk business face to face. The In Person experience provides sponsors and attendees the opportunity to interact and meet face to face in a spacious and well-planned area conducive to colleagues engaging and networking.

The social program including the Welcome and Poster Session along with the Meeting Dinner is an added feature to the program allowing additional networking time to maximise your sponsorship investment.

### The Meeting App

The Meeting App will be available for all registered delegates. With the full program, sponsored branding, contact exchange, notifications and alerts, the app compliments the In Person event for a full delegate experience.

### Post Meeting

Contacting delegates post event allows you to follow up important conversations and connections, further extending your sponsorship package and value for money.



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### Sponsorship Packages

	Principal (2 available) AU \$55,000 <small>incl GST</small>	Gold AU \$40,000 <small>incl GST</small>	Silver AU \$30,000 <small>incl GST</small>	Bronze AU \$20,000 <small>incl GST</small>	Exhibitor AU \$4,000 <small>incl GST</small>
<b>Meeting Website &amp; Digital Communication</b>					
Co-branding across all Meeting logos and branding	✓				
Logo recognition on home page	✓	✓			
Logo listed under Sponsors with hyperlink to business website	✓	✓	✓	✓	✓
Social Media Post	✓ x4	✓ x2	✓ x1	✓ x1	
Branding on all digital communication and collateral distributed to delegates	✓	✓			
<b>Meeting Handbook</b>					
Co-branding throughout Meeting branded handbook	✓				
Sponsor Advertisement	✓ x2	✓ x1	✓ x 1/2	✓ x 1/4	
Recognition in list of Sponsors	✓	✓	✓	✓	✓
<b>In Person Meeting</b>					
Choice to sponsor Satchel OR Lanyard branding	✓				
Choice to sponsor Welcome Reception OR Dinner Sponsor	✓				
3 x 2 m Trade Booth	✓ x2	✓ x2	✓ x1	✓ x1	✓ x1
Program Theme Sponsor – select your preferred session to sponsor	✓ x2	✓ x1	✓ x1		
Verbal acknowledged in Opening Session & Closing Session	✓	✓			
Sponsor a catering break of your choice				✓ x1	
Logo on Event Signage & PowerPoints	✓	✓	✓	✓	✓
Delegate Handout	✓	✓	✓		



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<b>Meeting App</b>					
Logo on download/loading page	✓				
Dedicated icon & page	✓	✓			
Logo on footer of Meeting app	✓	✓			
Listed in Sponsor icon incl logo, contact, description & send message	✓	✓	✓	✓	✓
<b>Registrations &amp; Tickets</b>					
In Person Registrations	✓ x4	✓ x3	✓ x2	✓ x2	✓ x1
Dinner Tickets	✓ x4	✓ x3	✓ x2		
<b>Delegate List</b>					
List of participating attendees (who provide consent)	✓	✓	✓	✓	
	2 Weeks Prior	1 Week Prior	At Meeting	After Meeting	



## Other Sponsorship Opportunities

All packages below will receive the following standard entitlements:

- Recognition as a sponsor (with organisation logo) in the Meeting handbook
- Recognition as a sponsor (with organisation logo) on the sponsors' page of the official Meeting website, including a hyperlink to the organisation's home page
- Acknowledgement as a sponsor on the official sponsor acknowledgement board situated onsite at the Meeting
- Use of the Meeting logo for marketing purposes until the end of March 2024.

## Program Theme Sponsor

AUD \$11,000 (Inc GST)

Shine a spotlight onto your brand by aligning with a Clinical Spotlight or specific session of the Meeting program. Compelling and interactive presentations will be made by frontline practice leaders and industry experts across critical areas of Leukaemia including Clinical Spotlights on the latest research and treatment.

Themes include (One sponsor per theme):

- ❖ Epigenetics
- ❖ Lymphoid Malignancies: (Includes Clinical Spotlight on ALL)
- ❖ Cell Therapy and Immunotherapy
- ❖ Stem Cells
- ❖ Donald Metcalf Oration
- ❖ Myelodysplastic Syndrome and Acute Myeloid Leukaemia
- ❖ Genomics ⊕ Lymphoma and Myeloma
- ❖ Myeloproliferative Neoplasms including CML

Other entitlements include

- Acknowledgement by the Session Chair at the commencement of the sponsored session
- Sponsor may provide logo, advert or a 30 second video to be displayed on the AV screen whilst delegates are being seated prior to the sponsored session. (Content provided by sponsor and pre approved by the Organising Committee)
- Delegate list (including contact information) supplied after the Meeting
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material). Note: inserts must be approved by the Organising Committee.



## Other Sponsorship Opportunities continued..

### Meeting Dinner Sponsor

AUD \$11,000 (Inc GST) - Exclusive

The Meeting Dinner will be an included social event for all Meeting registrations, thus providing high expectations of attendance. Hosted at the Brisbane Convention and Exhibition Centre, the sponsor will receive premium and exclusive representation to captivate the delegates for the duration of the evening.

- Exclusive naming rights of the Meeting Dinner
- One (1) Meeting delegate registration inclusive of all social functions.
- Corporate signage (supplied by sponsor) prominently displayed at the Meeting Dinner.
- The sponsor may provide a freestanding banner which will be positioned at the entrance to the Meeting Dinner venue (maximum size 2m high x 1m wide).
- Opportunity for organisation representative to present a ten (10) minute speech at the function. The person to speak will be decided upon in consultation with, and final approval from the Scientific Committee.
- Organisation logo will be printed on all dinner menus and tickets.
- Delegate list of those who consent supplied after the Meeting
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material).

Note: inserts must be approved by the Organising Committee

### Welcome Reception

AUD \$11,000 (Inc GST) - Exclusive

The Welcome Reception provides the perfect opportunity for delegates to meet one another and network. This is an inclusive social function as part of the delegate registration and being the first official social networking event of the Meeting is always well attended by delegates.

- Exclusive naming rights to the Welcome Reception
- One (1) Meeting delegate registrations inclusive of all social functions.
- Acknowledgement as Welcome Reception Sponsor during the welcome address of the event.
- Corporate signage (supplied by the sponsoring organisation) prominently displayed at the Welcome Reception.
- Delegate list of those who consent supplied after the Meeting
- Promotional brochure (maximum four x A4 pages per brochure) to be inserted in the satchel (sponsor to supply material).

Note: inserts must be approved by the Organising Committee.





**Other Sponsorship Opportunities** continued..

**Scientific Poster Sponsor**

AUD \$6,600 (Inc GST) - Exclusive

**SOLD!**

Have Exclusive naming rights to the Poster Session within the Scientific program and opportunity to provide a prize awarded to the best Poster.

In addition, two poster positions will be available for the sponsor to display a promotional style poster and their support of the education and development of leukaemia specialists throughout Australia.

**Notepad & Pen Sponsor**

AUD \$3,300 (Incl GST) – Exclusive

**SOLD!**

Each attendee would receive a pen and notepad supplied by the sponsoring organisation and both would display the sponsoring organisation’s logo.

Because attendees take notes using the exclusive pen/notepad, this sponsor option provides a highly visible long-term option for potential sponsors (sponsor to supply material).

**Catering Break Sponsor**

AUD \$2,750 (Inc GST) – Maximum 3

Your organisation would receive exclusive naming rights to the catering breaks which would be announced during the scientific program. Corporate signage and promotional items (e.g. pamphlets/brochures), supplied by sponsoring organisation, would be prominently displayed during the breaks.

**New Investigator Travel Bursary**

AUD \$1,650 (Inc GST)

**SOLD!**

Your organisation may provide travel/registration assistance bursaries for new scientific investigators. The Scientific Committee will select abstracts from the registrants. The sponsoring organisation will receive naming rights to a New Investigator Travel Bursary and Acknowledgement as providing the New Investigator Travel Bursary sponsor during the scientific program.

Promotional brochure (maximum four x A3 pages per brochure) to be available to all delegates as a satchel insert (sponsor to supply material). Note: inserts must be approved by the Organising Committee.

**Meeting Program Book Advertising**

Quarter Page AUD \$750 (Incl GST)  
 Half Page AUD \$1,800 (Incl GST)  
 Full Page AUD \$4,400 (Incl GST)

Your organisation can be seen in the Meeting Handbook that is distributed to all delegates who attend. The advertisement and artwork to be designed by the sponsoring organisation with approval from the Organising Committee.

**Delegate Handout/ Gift**

AUD \$1,100 (Incl GST)

Your organisation’s product sample, promotional item or brochure can be provided to each delegate as they register and collect their meeting materials. (size of handout / gift will be decided in consultation with and approval of the Organising Committee)