



Atlanta MULTIPLE MYELOMA Symposium

InterContinental Hotel Buckhead, Atlanta, GA
Venetian Ballroom
Saturday, December 12, 2020
8:00 AM-1:40 PM

AMMS

EXHIBITOR PROSPECTUS

Introduction & Rationale

We invite you to join us for a one-day continuing education meeting that will address the latest strategies and state-of-the-art approaches for managing patients with multiple myeloma and other plasma cell disorders. The inaugural Atlanta Multiple Myeloma Symposium (AMMS) is an innovative educational program designed to help health care providers navigate the complexities involved with multiple myeloma patient care.

According to the American Cancer Society, over 32,000 cases of multiple myeloma will be diagnosed in 2020. Currently the FDA has approved over 50 treatments for patients with multiple myeloma with seven novel drug approvals in the past five years alone. To provide optimal care for patients with multiple myeloma, clinicians must continually evaluate novel treatment options and implement best practices regarding diagnosis and treatment. The aim of AMMS is to delve into the latest literature and clinical trial data; to evaluate practice guidelines; to help make sense of the breadth of the information; and to better understand which treatment options are most impactful to the patient. Practitioners attending AMMS will emerge from the program updated on recent data and armed with new tools to help them improve clinical outcomes.

AMMS will tackle this complex facet of hematologic malignancies by engaging top hematology experts as faculty, whose research and practices are at the cutting edge of treatment; encouraging collaboration between these experts and the meeting chair to generate an agenda that highlights emerging therapies and recent data; utilizing plenary sessions; and incorporating panel discussions as well as question and answer periods.

This meeting has been planned and will be implemented in accordance with the Essential Areas and Policies of the ACCME. CME, CNE, and pharmacy credit will also be offered.

Faculty:

Melhem Solh, MD (Chair)

The Blood & Marrow Transplant Group
of Georgia
Atlanta, GA

Luciano Costa, MD

University of Alabama – Birmingham
Birmingham, AL

Craig Hofmeister, MD

Emory University
Winship Cancer Institute
Atlanta, GA

Kathleen Lambert, MD

Georgia Cancer Specialists
Atlanta, GA

Jan Moreb, MD

University of Florida
Shands Cancer Center
Gainesville, FL

Ajay K. Nooka, MD

Emory University
Winship Cancer Institute
Atlanta, GA

Scott Solomon

The Blood & Marrow Transplant Group
of Georgia
Atlanta, GA

Saad Usmani, MD

Atrium Health
Levine Cancer Institute
Charlotte, NC

Program Topics

- Front-line therapy for multiple myeloma (MM)
- Management of Waldenstroms macroglobulinemia and amyloidosis
- Management of relapsed/refractory MM
- BCMA targeted therapy
- Novel strategies for treatment of MM

Learning Objectives

- Review the latest advances in initial management of patients with transplant-eligible or -ineligible newly diagnosed MM, including smoldering disease
- Discuss recent data on managing patients with Waldenstroms macroglobulinemia and amyloidosis
- Identify treatment approaches for first and subsequent relapse of MM
- Understand sequencing options for patients with relapsed/refractory MM
- Discuss novel BCMA targeted therapy approaches
- Recognize novel strategies that are under investigation for the treatment of MM

Attendee Profile

All AMMS attendees will have access to the exhibit hall. This educational program is directed toward medical oncologists and hematologists; fellows, nurse practitioners, physician assistants, nurses, pharmacists, nurse navigators, and researchers are also invited to attend.

Why Support Atlanta Precision Oncology Symposium?

As a supporter, you are a vital component to the success of the inaugural Atlanta Multiple Myeloma Symposium, and the planning team is committed to providing you with a forum to present your products and services to the AMMS audience. This year's meeting will offer exclusive opportunities for sponsors to engage key opinion leaders in oncology, identify potential new business opportunities, connect with colleagues, increase visibility of their brand, and market any new products or services.

Industry on-site participation and exhibit tables will be limited to sponsors only.

Who Should Join Us as a Sponsor at AMMS 2020?

- Pharmaceutical Companies
- Diagnostics Companies
- Biomarker Testing Manufacturers
- Professional Associations
- Healthcare Facilities

Venue:

InterContinental Buckhead Atlanta

3315 Peachtree Rd NE

Atlanta, GA 30326

(404) 946-9000

<https://www.intercontinentalatlanta.com/>

Support Opportunities

AMMS offers organizations the opportunity to be sponsors of the event, at the levels of Founding Diamond, Gold, Silver, or Bronze. To become a sponsor at any of these levels, please visit <https://events.phillipsgilmore.com/amms2020>.

FOUNDING DIAMOND – \$25,000

- Eight (8) complimentary full-conference registrations
- Two (2) complimentary tabletop displays at symposium
- Preferential assistance with meeting space
- Acknowledgement on slide (during intro and breaks)
- Acknowledgement in on-site signage
- List of attendees

GOLD – \$18,000

- Six (6) complimentary full-conference registrations
- One (1) complimentary tabletop display at symposium
- Acknowledgement on slide (during intro and breaks)
- Acknowledgement in on-site signage
- List of attendees

SILVER – \$15,000

- Four (4) complimentary full-conference registrations
- One (1) complimentary tabletop display at symposium
- Acknowledgement on slide (during intro and breaks)
- Acknowledgement in on-site signage

BRONZE – \$10,000

- Two (2) complimentary full-conference registrations
- One (1) complimentary tabletop display at symposium
- Acknowledgement on slide (during intro and breaks)
- Acknowledgement in on-site signage

Additional Support Opportunities:

- Pull-up banner advertisement on-site (\$500)
- Wireless internet access (\$3,000)

For more information please contact Alexis Frehse at 404-510-6786 or afrehse@phillipsgilmore.com

Checks should be made payable to: Phillips Gilmore Oncology Communications, Inc. (Tax ID#: 23-2851393) and should be sent to the following address:

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