

# 2026 INDUSTRY PROSPECTUS

AVAHO  
ASSOCIATION OF VA HEMATOLOGY/ONCOLOGY

Updated  
January 5, 2026

*Exhibitor and Sponsor Opportunities in  
Partnership with AVAHO*



## NEW AND RETURNING OPPORTUNITIES INCLUDING:

2026 Annual Meeting  
2026 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](mailto:JoAnn@avaho.org)

Updated January 5, 2026

[avaho.org](http://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.



# 2026 REGIONAL MEETINGS

## Lymphoma Regional Meeting

March 21, 2026

Grand Hyatt San Francisco, CA  
345 Stockton Street

Topics to include:

CNS Lymphoma, T-Cell Lymphoma, Diffuse  
LBCL & Indolent Lymphoma

Register to exhibit

## Colorectal Cancer Regional Meeting

October 23 & 24, 2026

Westin Milwaukee

Our first 2-day regional meeting!  
Stay tuned for more information.

## 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 Non-CE Symposium Sponsor: \$15,000

This sponsorship is an opportunity for a presentation at a 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. **\*Please note that there will NOT be an opportunity for a non-CE industry presentation at the Lymphoma regional meeting.**

\*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.

**AVAHO 2026**

*Join us in*



*Strengthening the Community*

September 10-13, 2026

Austin Marriott Downtown, 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.

### **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 available December 1, 2025 and due January 31, 2026

Selected companies will be notified in early March.

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

Please note the latest annual meeting information and exciting sponsorship opportunities! We will continue to share new information and opportunities as they become available. Check the website for the latest updates.



## 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

### CHANGES TO AVAHO 2026 SPONSORSHIP OPPORTUNITIES

As a result of some key changes in compliance in 2025 with many of our industry partners, which prohibited them from taking advantage of many of our offerings, AVAHO is introducing new sponsorship opportunities to better suit your needs and interests. We are grateful to our IRC members for their ideas, insights, suggestions and recommendations for new options.

These changes will be reflected in the titanium, platinum and gold sponsorship packages and in the additional sponsorship opportunities that are open to everyone. All sponsorship opportunities will be available on a first-come/ first-serve basis.

Please note that there may be several more updates coming as we continue to receive more information from Freeman and the hotel and keep our eyes peeled for more cool sponsorship ideas.

Contact JoAnn at [joann@avaho.org](mailto:joann@avaho.org) if you have any questions or need anything customized.

### IMPORTANT INFO

#### **Exhibitor registration opens April 2026.**

Exhibits are available on a first-come/ first-serve basis. One person from each company will serve as the AVAHO lead/primary contact and will be responsible for reserving exhibit space and communicating internally within their organization.

**The Letter of Request, W9 and additional meeting information** are available on the AVAHO website:

<https://www.avaho.org/industry/>

The exhibitor kit will be available in second quarter 2026.

**Please note** that even if all of your internal paperwork is completed within your company, and even if you have already paid for your exhibit, you must still register with AVAHO to reserve your exhibit sponsorship space as soon as registration opens.

Check the AVAHO website for exhibitor registration and meeting updates:  
<https://www.avaho.org/industry/2026-exhibitor-information/>

# 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)
- Hanging banner ad on site with company/brand logo or message

## PLATINUM sponsors receive aforementioned benefits and:

- Recognition ad in conference program (1/4 page)
- Circular cling on windows in registration area/hallway OR Elevator/Escalator cling with company or brand logo
- Optional: Logo on event t-shirt (company permitting)
- Choice of one for platinum sponsors only (first come, first serve)
  - Poster Session Kiosk Sponsor (2 available)
  - Table tents with inspirational message/icebreakers (2-3 available) logo on one side
  - Company/product logo printed on napkins at coffee station (2 available)

## TITANIUM sponsors receive aforementioned benefits and:

- Sponsorship of the 2025 Welcome Reception
- Recognition ad in conference program (1/2 page)
- Tower advertising/column wraps
- Choice of one for titanium sponsors only (first come, first serve)
  - Technology Sponsor - WHOVA app (1 available)
  - Exclusive Lanyard Sponsor (1 available)
  - Exclusive WiFi Sponsor (1 available)
  - NEW! Sponsorship of Quiet Room (1 available)
  - NEW! Sponsorship of wellness coaching on site (2 available, one per day)

Note: There are no substitutions for benefits not utilized.



ASSOCIATION OF VA HEMATOLOGY/ONCOLOGY

### 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.

### Going Green

AVAHO is "going green" in 2026 and will no longer be offering registration bag inserts as part of the titanium, platinum, gold or additional purchased opportunities.

## 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 printed on high quality attendee bags.
- Break Lounge with Re-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 relax while charging 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 2026 conference t-shirt.

### New offerings!

- Comedy showdown (\$5,000, no limit number of companies)
- Texas Long horn photo opp at reception (\$2,000/ limit 1 company)
- "Zen Den"
  - Psychic/aura reading (\$5,000/limit 2 companies, 1 company per day)
  - Massage stations (\$2,000/limit 2 companies, 1 company per day)
  - Puppy therapy (\$1,000/limit 2 companies, 1 company per day)

# 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.

Please note that we may not be able to accommodate all requests for programs; it will depend on the topic and availability of faculty. Contact JoAnn to discuss: [joann@avaho.org](mailto:joann@avaho.org)

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 Industry Directory 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](mailto:julie@avaho.org).

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