



NEW DIRECTIONS IN LEUKAEMIA RESEARCH

SPONSORSHIP PROSPECTUS

2 - 4 March, 2026

Adelaide Convention Centre
Adelaide, South Australia



The Scientific and Organising Committees would like to invite you to be a part of the **New Directions in Leukaemia Research (NDLR) Meeting 2026** being held in **Adelaide, Australia** from **Monday 2 March to Wednesday 4 March 2026**.

The goal of the NDLR Meeting is to bring together scientists and clinicians to discuss emerging paradigms and breakthroughs at the forefront of blood cancer research. Blood cancers covered in-depth at the conference include multiple myeloma, myelofibrosis, lymphoma, childhood lymphoblastic leukaemia, chronic lymphocytic leukaemia and acute myeloid leukaemia. A key strength of NDLR is to present novel mechanisms of action and new therapeutic modalities that have just been or are about to be approved for patients with blood cancers.

As one of the premier international blood cancer meetings, NDLR 2026 will again bring together early career investigators, senior scientists, clinicians and key-opinion leaders for specific disease subtypes. Attendees will hear of recent findings in basic and translational research through interaction with local and international experts, forging new collaborations. Blood cancer research has undergone an unprecedented revolution in recent years and this is beginning to deliver a real and significant impact in the clinic, and Australia is a key contributor to many of these breakthroughs. 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 2026.

Dr Catherine Carmichael and **Associate Professor Daniel Thomas**
NDLR 2026 Co-Chairs



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SPONSORSHIP PACKAGE OVERVIEW

Please see below how NDLR 2026 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			
	GOLD	SILVER	BRONZE	EXHIBITOR
	AU \$30,000 incl GST	AU \$20,000 incl GST	AU \$15,000 incl GST	AU \$4,800 incl GST
Meeting Website & Digital Communication				
Logo recognition on home page	✓			
Logo listed under Sponsors with hyperlink to business website	✓	✓	✓	✓
Social Media Post	✓ x2	✓ x1	✓ x1	
Branding on all digital communication and collateral distributed to delegates	✓			
In Person Meeting				
Option to sponsor Welcome Reception	✓			
3 x 2 m Trade Booth	✓ x2	✓ x2	✓ x1	✓ x1
Program Theme Sponsor – select your preferred session to sponsor	✓ x1	✓ x1		
Verbal acknowledged in Opening Session & Closing Session	✓			
Sponsor a catering break of your choice	✓		✓ x1	
Logo on Event Signage & PowerPoints	✓	✓	✓	✓



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Meeting Handbook				
Sponsor Advertisement – FULL PAGE	✓			
Sponsor Advertisement – HALF PAGE		✓	✓	
Recognition in list of Sponsors	✓	✓	✓	✓
Meeting App				
Dedicated icon & page	✓			
Logo on footer of Meeting app	✓			
Listed in Sponsor icon incl logo, contact, description & send message	✓	✓	✓	✓
Registrations & Tickets				
In Person Registrations	✓ x3	✓ x2	✓ x2	✓ x1
Dinner Tickets	✓ x3	✓ x2		
Delegate List				
List of participating attendees (who provide consent)	✓	✓	✓	

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.

Program Theme Sponsor

AUD \$12,000 (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):

- | | |
|---|----------------------------------|
| ❖ Lymphoma | ❖ Paediatric Leukaemia |
| ❖ Acute Lymphoblastic Leukaemia (including Ph+ ALL) | ❖ Bone Marrow Niche/Stem cells |
| ❖ Myelodysplastic Syndrome | ❖ Epigenetics |
| ❖ Acute Myeloid Leukaemia | ❖ Cell Therapy and Immunotherapy |
| ❖ Myeloma | ❖ New Technologies |
| ❖ Myeloproliferative Neoplasms (including CML) | ❖ Donald Metcalf Oration |

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

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 Adelaide Wine Centre the sponsor will receive premium and exclusive representation to captive the delegates for the duration of the evening.

- Exclusive naming rights of the Meeting Dinner
- 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

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

Other Sponsorship Opportunities *(continued)*

Scientific Poster Sponsor

AUD \$7,500 (Inc GST) – Exclusive

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.

Meeting Program Book Advertising

Half Page AUD \$1,000 (Incl GST)

Full Page AUD \$2,000 (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.

Notepad & Pen Sponsor

AUD \$3,500 (Incl GST) – Exclusive

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).

New Investigator Travel Bursary

AUD \$1,750 (Inc GST)

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.

Barista Coffee Sponsor

AUD \$7,500 (Inc GST) – Exclusive

Good coffee is always important!
Your organisation will be recognised as the Barista sponsor providing freshly brewed coffee to delegates on arrival and at all break times throughout the meeting.

Consumer Bursary

AUD \$1,750 (Inc GST)

NDLR is excited to invite "for the first time" blood cancer consumers to attend and engage with clinicians and researchers at our Scientific Meeting in 2026. This is your chance to sponsor the inaugural attendance of an experienced and dedicated blood cancer consumer/patient advocate at NDLR.

Your organisation will be recognised in the Scientific Program as supporting consumer involvement at NDLR 2026, and your named "Consumer Scholarship" will be awarded to a blood cancer consumer following their selection via an expression of interest application. Selection of successful consumers will be made by the Organising Committee.