

# BHS

Belgian Hematology Society

—  
'Best care  
for **every** patient  
with a **blood disorder**  
in Belgium'  
—



Sponsor  
& Exhibition  
**Prospectus 2022**

[www.bhs.be](http://www.bhs.be)

---

## Table of contents

03 **Request to become a Corporate Partner of the BHS**

04 **About BHS**

08 **BHS General Annual Meeting (GAM) 2022**  
BHS Post-ASH 2022

09 **Corporate Partnership 2022**

Platinum Partner  
Gold Partner  
Silver Partner  
Bronze Partner

16 **Additional Opportunities at GAM 2022**  
**Additional Opportunities at Post-ASH 2022**

17 **Broader Collaboration Possibilities for Main Partners**

Digital partnerships  
Awards  
Educational Grant

19 **Contact**

## Request to become a Corporate Partner of the BHS

Dear Industry Partner,

The Belgian Hematology Society (BHS) board has the pleasure to officially invite you to become **a BHS Corporate Partner in 2022**.

To make **the scientific and educational activities of the BHS** possible and affordable for all health care professionals we ask for your continued support either by maintaining our collaboration or by becoming a BHS Corporate Partner.

The **BHS 37<sup>th</sup> General Annual Meeting (GAM) edition, to be held on February 3-5, 2022, is our flagship and most important annual scientific event.** The 37<sup>th</sup> GAM will see the return to the **physical attendance**, and we are looking forward to **welcoming you to exhibit again**. The BHS Board is convinced that the GAM represents an excellent opportunity for your company to improve visibility towards the Belgian haematological community (physicians, nurses, researchers) and share unbiased and innovative scientific knowledge.

Since digitalization and eLearning have played quite an important role in our lives due to the COVID-19 pandemic outbreak, **BHS launched the BHS - Hemato Knowledge Hub and became an accredited RIZIV/INAMI eLearning organizer.** The early development of this top-notch eLearning platform still needs your support to become **the go-to digital educational environment** for clinical haematologists, laboratory haematologists, researchers, nurses, allied healthcare professionals, as well as other scientists with a specific interest in the field of Hematology.

All details on Corporate Partnership, including digital sponsoring, can be found in the attached sponsor's dossier.

SEAUTON BVBA, Reg. Nb. BE 0464 882 990, has been assigned as Association Management Company and will manage the sponsorship collection and ensure the agreed sponsorship return is executed. Please contact Lorela Lohan and Jan Samyn (bhs@seauton-international.com) for any questions or suggestions.

We express our gratitude for your support and look forward to (continue) a good longstanding relationship.

With my best personal regards,



**Prof Ann Janssens**  
BHS President  
On behalf of the BHS Board 2019-2022

## About BHS

The Belgian Hematology Society (BHS) was founded in 1985 in the setting of a rapidly evolving specialty with spectacular progresses achieved over the last decades.

**‘Best care for every patient with a blood disorder in Belgium’**  
is the mission of the BHS.

### Our aims

The major aims of our association are:

- To promote the quality of the clinical and biological practice of Hematology
- To promote the education for trainees in Hematology, for experienced haematologists and haematology nurses
- To promote clinical and fundamental scientific research in the field of Hematology
- To promote scientific, technological, and clinical exchanges between clinical departments and laboratories working together for diagnosis and treatment of patients with a blood disorder
- To establish the necessary relationships for representing Belgian Hematology with public or private, national, or international, companies and departments involved in clinical practice, teaching or research in Hematology

### Our activities

To achieve these goals, the BHS may engage in the following activities:

- To organize scientific meetings in the field of Hematology
- To organize educational courses on Hematology
- To prepare and disseminate clinical guidelines
- To contribute to the registration and reimbursement of new agents and techniques
- To develop clinical, translational, or fundamental research studies
- To establish and maintain databases or registries relevant to Hematology
- To establish national and international collaborations
- To offer travel grants to young scientists or young doctors
- To provide support for projects promoting the development of Hematology
- To deploy any activity directly or indirectly contributing to achieving the above objectives

## Our members

The Belgian Hematology Society is a scientific association composed of more than 500 Belgian members: clinical haematologists, laboratory haematologists, researchers, nurses, allied healthcare professionals, as well as other scientists with a specific interest in the field of haematology.

Members BHS	2019	2020	2021	
Members	258	262	286	Clinical & lab hematologists, senior scientists
Junior Members	151	160	182	Hematologists in training or <35y
Associate Members	75	81	91	Nurses, data- or quality managers, laboratory technicians,...
<b>TOTAL</b>	<b>484</b>	<b>503</b>	<b>559</b>	

## About BHS

### BHS Board Members



Ann Janssens  
*President*  
UZ Leuven



Marc André  
*Vice-President*  
CHU-UCL-Namur,  
Site de Godinne



Timothy Devos  
*Councilor Patient Affairs*  
UZ Leuven



Sophie Servais  
*Councilor Educational Affairs*  
CHU Sart Tilman Liège



Helena Devos  
*Treasurer*  
*Liason Clinical Biologists*  
AZ Sint-Jan Brugge-Oostende



Dimitri Breems  
*Councilor Scientific Affairs*  
ZNA Antwerpen



Koen Theunissen  
*Webmaster*  
*Board representative Transplant Committee*  
*Councillor Educational Affairs*  
Jessa Ziekenhuis Hasselt



Dominiek Mazure  
*Secretary*  
*Councilor Committees*  
UZ Gent



Cecile Boulanger  
*Pediatric liason*  
UC Louvain Bruxelles



Philippe Lewalle  
*Councilor Clinical Affairs*  
Institut Jules Bordet Bruxelles



Selim Sid  
*Councilor Clinical Affairs*  
CH Jolimont Haine Saint Paul



Ivan Van Riet  
*Councilor Scientific Affairs*  
*Board representative JACIE committee*  
UZ Brussel



Valerie Robin  
*Councilor Nurses Committee*  
Grand Hôpital de Charleroi



Nicole Straetmans  
*Councilor Educational Affairs*  
UC Louvain Bruxelles



Anke Verlinden  
*Councilor Nurses Committee*  
UZ Antwerpen

### BHS Committees

#### Disease-related committees

Acute Leukemia Committee  
Chair: Dimitri Breems

Lymphoma Committee  
Chair: Vanessa Van Hende

Myelodysplasia Committee  
Chair: Marielle Beckers

Myeloma Committee  
Chair: Michel Delforge

Myeloproliferative Disorders Committee  
Chair: Timothy Devos

Red Blood Cell Disorders Committee  
Chair: Anna Vanderfaillie

#### Profession-related committees

JACIE Committee  
Chair: Ivan Van Riet

Marrow Donor Program Committee  
Chair: Pierre Zachée

Nurses Committee  
Chair: Martine Heylens and Cristina Baiana

Patients Committee  
Chair: Rik Schots

Transplantation Committee  
Chair: Tessa Kerre

---

## BHS General Annual Meeting (GAM) 2022



### Date and format

The **37<sup>th</sup> edition of the GAM** will see a return to the face-to-face format. The General Annual Meeting will take place at **Dolce by Wyndham La Hulpe Brussels**, on **3-5 February 2022**.

The GAM will be recorded, and the content will be available on the BHS - Hemato Knowledge Hub after the meeting, hence subscribers and participants will be able to watch on-demand and at their leisure the different sessions.

Please note that live streaming will not be available.

### Programme

Keep an eye on [www.bhs.be/meetings](http://www.bhs.be/meetings), where the programme will be published and updated as soon as possible.

### COVID-19 measurements

Because safety it is our primary concern, COVID-19 restrictions, mandatory at the time of the face-to-face meeting, will be enforced.

### Post-ASH 2022

The 24<sup>th</sup> Post-ASH meeting is scheduled for Friday, 14 January 2022. The meeting will take place at the Sheraton Brussels Airport. More details will follow as soon as available.

---

## Corporate Partnership 2022



By **sponsoring the BHS General Annual Meeting (GAM)**, your company helps the BHS Board towards its main objective of improving patient care by bettering the quality of the clinical as well as laboratory practice of Hematology in Belgium.

Thanks to the financial contribution of the sponsors, the participants are offered:

- High-quality scientific and education content, brought by national and international key opinion leaders in a multi-sponsored and non-biased environment
- Registration at affordable rates at an RIZIV/INAMI accredited event (*accreditation to be requested after the meeting and for the recordings*)
- Access to the educational material and eLearning materials

The final decision regarding the acceptance of sponsorship from the industry rests solely upon the BHS Board.

Sponsors accept that they have no influence on the elaboration of the scientific programme of the BHS GAM and Post-ASH.



### Platinum Partner (35.000 EUR)

#### PRE-EVENT

##### Pre-event advertising

- Logo included in the GAM website sponsor section and BHS website sponsors page (with web link)
- Individual sponsor page on the GAM website with possibility to add embedded video, link to PDF document, logo, description
- Logo on all printed promotional material
- Regular GDPR compliant (institution + discipline of participants) updates on confirmed registrations

#### EVENT

##### Satellite Symposium

- The industry sponsored satellite symposia at the GAM are organised by Platinum Sponsors (confront rule that when a Gold Sponsor that is selected by the Board for the organisation of a satellite at the GAM, he becomes a Platinum sponsor in the year of the respective GAM)

##### Conference attendance

- 10 complimentary registrations at the GAM for company representatives

##### Onsite promotion

- Company related promotional video played during the breaks in between the sessions/blocks. The frequency with which the videos will be played, will depend on the amount of sponsorship.
- Logo in video bumpers (small videos played before & after each session/block)
- Individual sponsor page in the GAM programme booklet
- Opportunity to have special lectures at the GAM to announce very significant breakthroughs related to company's products (only after board approval)

##### Networking and collaboration opportunities

- 8 sqm. exhibition booth space
- Preferential booth space choice
- Major sponsor package for the Post-ASH meeting, incl. 6 sqm. booth space and admission for 10 company co-workers
- Platinum sponsorship gives you the possibility to sign in for broader collaboration possibilities on the long term (e.g., BHS - Hemato Knowledge Hub, educational grants, research projects, ...)

#### YEAR-ROUND

##### Post-event advantages

- Mailing to BHS members for scientific activities via the BHS Secretariat (only after board approval)
- Meeting with BHS board representatives (including president and vice-president) on annual basis at the Industry Meeting
- Opportunity to have medical need programmes or patient-registration studies or pharmacovigilance studies or other scientific activities through collaboration with BHS board or committees (board approval) (expenses not included in membership's fee)
- Opportunity to add disease specific patient information on the BHS website (patients mediatheek) (board approval)

##### Access to educational and eLearning materials

- Admission of 5 co-workers at the BHS Educational Courses
- Internal use of BHS educational material: 30 logins to distribute within your company, giving your colleagues (nationally and internationally) access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- External use of BHS educational material: 30 logins to distribute among national and international non-attending HCPs of your choice, giving them access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- Access to website (corporate member pages only)
- 1 copy of the Belgian Journal of Hematology





### Gold Partner (25.000 EUR)

#### PRE-EVENT

##### Pre-event advertising

- Logo included in the GAM website sponsor section and BHS website sponsors page (with web link)
- Logo on all printed promotional material
- Regular GDPR compliant (institution + discipline of participants) updates on confirmed registrations

#### EVENT

##### Conference attendance

- 8 complimentary registrations at the GAM for company representatives

##### Satellite Symposium

- Gold sponsors have the possibility to apply for the organisation of an industry sponsored satellite symposium (min of 60 min, included in the general programme of the General Annual Meeting). The proposal for a satellite symposium at the GAM must be sent by mail to the President of the BHS and Seauton before June 1<sup>st</sup> of the year preceding the GAM. When the Gold Sponsor achieves a satellite symposium at the GAM, he becomes a Platinum sponsor in that year.

##### Networking and collaboration opportunities

- 6 sqm. exhibition booth space
- Preferential booth space choice
- Major sponsor package for the Post-ASH meeting, incl. 6 sqm. booth space and admission for 8 company co-workers
- Golden sponsorship gives you the possibility to sign in for broader collaboration possibilities on the long term (e.g., become a digital sponsor, educational grants, research projects, ...)

##### Onsite promotion

- Company related promotional video played during the breaks in between the sessions/blocks. The frequency with which the videos will be played, will depend on the amount of sponsorship.
- Logo in video bumpers (small videos played before & after each session/block)
- Individual sponsor page with possibility to add embedded video, link to PDF document, logo, description
- Opportunity to have special lectures at GAM to announce very significant breakthroughs related to company's products (only after board approval)

#### YEAR-ROUND

##### Post-event advantages

- Mailing to BHS members for scientific activities via the BHS Secretariat (only after board approval)
- Meeting with BHS board representatives (including president and vice-president) on annual basis at the Industry Meeting
- Opportunity to have medical need programmes or patient-registration studies or pharmacovigilance studies or other scientific activities through collaboration with BHS board or committees (board approval) (expenses not included in membership's fee)
- Opportunity to add disease specific patient information on the BHS website (patients mediatheek) (board approval)
- Opportunity to become platinum member at least once every 3 years, implying the organization of a satellite symposium at the GAM (see satellite symposium)

##### Access to educational and elearning materials

- Admission of 5 co-workers at the BHS Educational Courses
- Internal use of BHS educational material: 20 logins to distribute within your company, giving your colleagues (nationally and internationally) access to the BHS - Hemato Knowledge Hub, BHS's eLearning platform
- External use of BHS educational material: 20 logins to distribute among national and international non-attending HCPs of your choice, giving them access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- Access to website (corporate member pages only)
- 1 copy of the Belgian Journal of Hematology





## Silver Partner (12.500 EUR)

### PRE-EVENT

#### Pre-event advertising

- Logo included in the GAM website sponsor section and BHS website sponsors page (with web link)
- Logo on all printed promotional material

### EVENT

#### Conference attendance and networking opportunities

- 4 complimentary symposium registrations for company representatives
- 6 sqm. exhibition booth space

#### Onsite promotion

- Logo in video bumpers (small videos played before & after each session/block)
- Individual sponsor page with possibility to add embedded video, link to PDF document, logo, description

### YEAR-ROUND

#### Access to our members

- Mailing to BHS members for scientific activities via the BHS secretariat (after board approval)

#### Access to educational and elearning materials

- Admission of 2 co-workers at the BHS Educational Courses
- Internal use of BHS educational material: 10 logins to distribute within your company, giving your colleagues (nationally and internationally) access to the BHS - Hemato Knowledge Hub, BHS's eLearning platform
- External use of BHS educational material: 10 logins to distribute among national and international non-attending HCPs of your choice, giving them access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- Access to website (corporate member pages only)
- 1 copy of the Belgian Journal of Hematology



## Bronze Partner (4.500 EUR) – non pharma companies only

### PRE-EVENT

#### Pre-event advertising

- Logo included in the GAM website sponsor section and BHS website sponsors page (with web link)
- Logo on all printed promotional material

### EVENT

#### Conference attendance

- 2 complimentary symposium registrations for company representatives. .

#### Onsite promotion

- Logo in video bumpers (small videos played before & after each session/block)

### YEAR-ROUND

#### Access to our members

- Posting of scientific activities (after board approval) on BHS website

#### Access to educational material

- Internal use of BHS educational material: 2 logins to distribute within your company, giving your colleagues (nationally and internationally) access to the BHS - Hemato Knowledge Hub, BHS's eLearning platform
- External use of BHS educational material: 2 logins to distribute among national and international non-attending HCPs of your choice, giving them access to the BHS - Hemato Knowledge Hub, BHS' eLearning platform
- 1 copy of the Belgian Journal of Hematology

## Additional Opportunities at GAM 2022

### Scientific Session

Integrated symposium in the nurse parallel programme – 1 hour EUR 7.850

### Exhibition

As an exhibiting company, you will enjoy prime exposure and networking opportunities with the key players in the Hematology field. The floor plan will be designed to maximize the exposure to the delegates. The coffee breaks and lunch are planned in the exhibition area.

#### BOOTH SPACE:

- Bare booth space 6 m<sup>2</sup> costs EUR 3.250
- Extra m<sup>2</sup> bare booth space costs EUR 450 /m<sup>2</sup>

#### The above price includes the following:

- Exhibition space for 2 days
- Electricity and wireless internet connection
- 1 table, 2 chairs
- 1 exhibitor badge per 3 square meters
- Coffee breaks and lunches

### Advertisements

- GAM programme booklet [sole sponsor item] cover 4 EUR 2.850
- GAM programme booklet [sole sponsor item] cover 2 or 3 EUR 2.450
- GAM programme booklet inside page EUR 1.950

## Additional Opportunities at Post-ASH 2022

### Exhibition

The exhibiting opportunity is addressed to our corporate partners (silver and bronze) and new potential sponsors.

#### BOOTH SPACE:

- Bare booth space 6 m<sup>2</sup> costs EUR 700 for new sponsors
- Bare booth space 6 m<sup>2</sup> cost EUR 500 for BHS corporate partners
- Extra m<sup>2</sup> bare booth space costs EUR 150 /m<sup>2</sup>

#### The above price includes the following:

- Electricity and wireless internet connection
- 1 exhibitor badge per 3 square meters

## Broader Collaboration Possibilities for Main Partners (Platinum and Gold)

### Become a BHS Digital Partner and sponsor the BHS – Hemato Knowledge Hub

In alignment with our aim to provide high-quality educational materials and digital innovation, the BHS has launched the **BHS - Hemato Knowledge Hub**. Dedicated to all our scientific society, the BHS - Hemato Knowledge Hub is to become the top-notch e-learning platform for clinical haematologists, laboratory haematologists, researchers, nurses, allied healthcare professionals & other scientists with a specific interest in the field of Hematology.

With digital access to the latest developments in the sector, the Hub provides high-quality educational materials within a multi-sponsored environment. The platform will grant the BHS community (members, partners & attendees at BHS events) access to:

- Video recordings of the BHS educational courses (PPT presentations to be found on the BHS website)
- Recordings of the presentations held at GAM and Post-ASH
- BHS webinars by national key opinion leaders on relevant topics
- Critical reviews of new data presented at ASH
- Abstracts, podcasts, BHS endorsed events & so on

Because career advancement and professional development matters significantly, BHS became an accredited eLearning organizer by RIZIV/INAMI (Rijksinstituut voor ziekte- en invaliditeitsverzekering/ Institut national d'assurance maladie-invalidité).

Where and when possible, the BHS will request accreditation for the live-streaming webinar and for the eLearning material (recordings).

As the BHS Board insists to be independent in the research it conducts, in the scientific programmes it elaborates and in the opinion that it expresses, all Board members highly value the multi-sponsoring of the Society, including the BHS - Hemato Knowledge Hub. **The Board is therefore offering all platinum and gold sponsors the possibility to become a digital partner.**

### Main Digital Partner (25.000 EUR)

- Acknowledgement (with logo) of your company as official sponsor of the BHS - Hemato Knowledge Hub
- Acknowledgement (with logo) of your company as official sponsor of the recordings of the presentations held at the General Annual Meeting, and made available on the BHS - Hemato Knowledge Hub
- 1 digital webinar (60 min) developed with the scientific committee of BHS
- Receive 50 complimentary access codes for the BHS - Hemato Knowledge Hub (value: 100 EUR/code)



## Digital Partner (10.000 EUR)

- Acknowledgement (with logo) of your company as official sponsor of the recordings of the presentations held at the General Annual Meeting, and made available on the BHS - Hemato Knowledge Hub
- Receive 20 complimentary access codes for the BHS Hemato Knowledge Hub (value: 100 EUR/code)

We would like to thank all the digital partners who have already contributed to launch of the BHS - Hemato Knowledge Hub.

## Sponsor a BHS Award

Support science and education by sponsoring an award, to promote scientific advancements and encourage talents.

If interested, please apply to the BHS Board, specifying:

- The aim of the award
- The target groups
- The amount to be offered to the winner

## Sponsor a BHS Educational Grant

Promote the innovation and educational best-practices in Hematology by providing an educational grant to BHS.

If interested, please submit your proposal to the BHS Board, highlighting:

- The educational activity/ies aiming to sponsor
- The target group/s
- The amount to be offered



## Contact

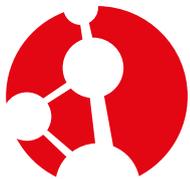
SEAUTON BVBA, Reg. Nb. BE 0464 882 990, has been assigned as Association Management Company and will manage the sponsorship collection and ensure the agreed sponsorship return is executed.

To confirm your commitment, please contact Ms Lorela Lohan and Mr. Jan Samyn  
M: [bhs@seauton-international.com](mailto:bhs@seauton-international.com)

BHS website: [www.bhs.be](http://www.bhs.be)

## Seauton Bank Details for contract and invoicing purposes

Supplier's registered name:	SEAUTON bvba
Street address + no:	Vaartdijk 3 / 002
Postal code:	3018
City:	Leuven
Country:	Belgium
Vat number:	BE 0464882990
Company registration number:	0464882990
Supplier contact person :	Inge Samyn
Phone number:	+32 16 30 99 90
Fax number to forward purchase order to:	+32 16 58 56 78
Email address to forward purchase order to:	<a href="mailto:inge.samyn@seauton-international.com">inge.samyn@seauton-international.com</a>
Language used for communication:	NL/ENG
Payment conditions:	30 days
Bank name:	Deutsche bank
Bank account owner:	Eurofactor Benelux - Seauton
IBAN code:	(EUR) IBAN BE 48 8261 0109 4427 (USD) IBAN BE 56 8260 9709 4488
SWIFT code:	BIC DEUTBEBE
Invoicing currency:	EUR
Email address to inform you when a payment is made (= remittance e-mail):	<a href="mailto:inge.samyn@seauton-international.com">inge.samyn@seauton-international.com</a>
Main sector of activities:	Mice meetings, incentives, congresses and events



**BHS**

Belgian Hematology Society

The Belgian Hematology Society is a scientific society composed of more than 500 members: internists, biologists, nurses and other scientists with a specific interest in the field of hematology.

Belgian Hematology Society  
Leuvensesteenweg 479  
1030 Brussel

[www.bhs.be](http://www.bhs.be)

---