

Thyroid Cancer and Parathyroid Disease Update 2021: Updates in Diagnosis and Treatment

December 10, 2021

Virtual Meeting

COURSE DIRECTORS:

Elizabeth Cottrill, MD & Jeffrey Miller, MD

Dear Representative,

On behalf of the Departments of Otolaryngology-Head & Neck Surgery, Division of Endocrinology of the Department of Medicine, Department of Surgery at Sidney Kimmel Medical College of Thomas Jefferson University, and the Sidney Kimmel Cancer Center, I cordially invite you to participate as an exhibitor at the upcoming **Thyroid Cancer and Parathyroid Disease Update 2021** course designed to provide participants with up-to-date algorithms for the diagnosis and treatment of thyroid disease. The conference will take place on **December 10, 2021**, and will be held virtually. There will be an in person social event following the conference.

As a virtual exhibitor at this event, you will have the opportunity to personally share your product information directly with approximately 150 attendees representing practices from the greater Philadelphia and tri-state areas from the specialties of Endocrinology, Otolaryngology, Surgery, Oncology and other healthcare professions. There will be **two levels of exhibiting** opportunities: Premier and Basic Levels along with an opportunity for a Product Theater.

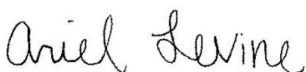
Exhibitor Raffle and Score Card - *GREAT BENEFIT!*

To encourage virtual attendee-exhibitor interaction, the attendees will have the opportunity to visit each of the exhibit booths to collect special booth identifiers and participate in an exhibitor raffle, with the possibility of winning one of several prizes at the end of the conference. Please note, exhibit funds will not be used toward the raffle prizes/giveaways as institutional and registrations funds will cover this expense.

Exhibit fees can be mailed to the Office of CPD at **Thomas Jefferson University, Jefferson Alumni Hall, Office of CPD, 1020 Locust Street, Suite M-5, Philadelphia, PA 19107. Our tax ID number: 23-135-2651.** Please make checks payable to: **Thomas Jefferson University, Office of CPD.** Visa, MasterCard, and American Express are also accepted.

We are hopeful that you will join us as an exhibitor for this exceptional virtual program and important networking event, an experience most appropriately deserving of your participation and support. Please register online at <http://jeffline.jefferson.edu/jeffcme/Otolaryngology/exhibitors-thyroid.cfm> to reserve your spot today! Please feel free to contact me with any questions you may have.

Thank you,



Ariel Levine

CPD Planner - Thomas Jefferson University
1020 Locust Street, Suite M-5
Philadelphia, PA 19107
(P) 215-955-2477
Ariel.Levine@jefferson.edu

**Please note that Sidney Kimmel Medical College/Thomas Jefferson University is not listed as a covered recipient on the CMS/Sunshine Act list. Questions about Jefferson's status may be directed to jeffersocpd@jefferson.edu.*

Virtual Exhibit Information

Thyroid Cancer & Parathyroid Disease Update 2021: Updates in Diagnosis and Treatment Friday, December 10, 2021

EXHIBITOR REGISTRATION	http://jeffline.jefferson.edu/jeffcme/Otolaryngology/exhibitors-thyroid.cfm								
VIRTUAL EXHIBIT SET-UP	<p>Final company material for virtual exhibit booths including web/video advertisements and virtual meeting platform links are due by <u>November 5, 2021</u>.</p> <ul style="list-style-type: none"> • Advertisements must comply with the specs outlined in this packet • Companies are encouraged to use their own virtual meetings platform accounts (Zoom, WebEx, Teams...) to host their meetings as this allows for the ability to use company branding and for control over the meeting. Additional fees apply if you would prefer the Office of CPD to set one up for you. 								
EXHIBIT TIMES (EST)	<p><u>Before/After the Live Conference</u> The virtual exhibit hall will be available to registered attendees one week before and three weeks after the conference. During this time period, attendees can visit virtual exhibit booths and view company descriptions, web and video advertisements. They can also sign up for emails and appointment times with their local representatives.</p> <p><u>During the Live Conference</u> Representatives may begin exhibiting through their virtual meetings platform at 7:00AM on Friday, December 10, 2021. The virtual exhibit hall will be open throughout the conference, however the following times are dedicated exhibit times:</p> <p>Friday, December 10, 2021</p> <table border="0"> <tr> <td>7:00AM - 7:30AM</td> <td>Log On & Virtual Exhibits</td> </tr> <tr> <td>9:45AM-10:15AM</td> <td>Break & Virtual Exhibits</td> </tr> <tr> <td>12:00PM - 12:30PM</td> <td>Break & Virtual Exhibits</td> </tr> <tr> <td>4:00PM - 6:00PM</td> <td>In Person Networking Reception in Philadelphia, PA*</td> </tr> </table> <p>*This event is open only for Premier Exhibitor.</p>	7:00AM - 7:30AM	Log On & Virtual Exhibits	9:45AM-10:15AM	Break & Virtual Exhibits	12:00PM - 12:30PM	Break & Virtual Exhibits	4:00PM - 6:00PM	In Person Networking Reception in Philadelphia, PA*
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EXHIBITOR RULES	<p>Exhibitors acknowledge that:</p> <ul style="list-style-type: none"> • Exhibitor is not furnishing commercial support for this conference, exhibitor is buying virtual exhibit space. • Exhibitor activities are restricted to the allocated virtual space at the conference. • Advertisements and promotional materials will not be visible on the screen at the same time as the accredited content and not interleaved between computer windows or screens of the accredited content. • Advertising of any type is prohibited within the educational content on the internet including but not limited to banner ads, subliminal ads, and pop-up window ads. • Audio and Video: Advertisements and promotional materials will not be included within the accredited content. There will be no 'commercial breaks'. • Exhibits are intended for informational purposes. Products may not be sold in the virtual exhibit hall. • The recording (photographic, screen capture, audio and/or video) of the conference and/or its attendees is prohibited. • The purpose of the exhibit is to further the education of meeting attendees through product and service displays and demonstrations. Exhibitor personnel may observe, but must refrain from any participation or recording of any scientific sessions on that company's behalf. 								

VIRTUAL EXHIBIT LEVELS & BENEFITS

PREMIER EXHIBITOR - \$3,000

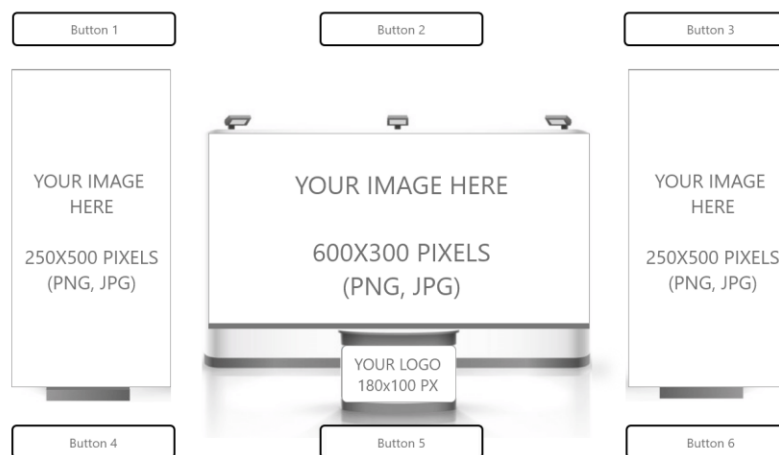
Basic benefits
PLUS
6 Hot Links &
multimedia
advertisements

Live Virtual
Interaction Day Of

Live In Person
Networking Event

Virtual Exhibit Booth includes:

- Prominent location in the Virtual Exhibit Hall
- **4 Static Images** (not clickable/do not link out)
 - 2 Featured Vertical Booth Images- 250x500 px (JPG or PNG)
 - 1 Sponsor Logo Image- 180x100 px (JPG or PNG)
 - 1 Featured Horizontal Booth Image- 600x300 px (JPG or PNG)
- **6 Clickable Hot Spot Buttons:** Each button links to **one** resource (i.e. website, PDF, contact info or live chat details).
 - 1 "Live Chat" Button: links to the face-to-face meeting you have scheduled. This is the only way to communicate with attendees live. **Please schedule a Zoom, WebEx, Teams (or platform of your choice) meeting and provide the time(s), meeting link, and ID/Password if applicable.**
 - Up to 5 other resources: company or product website, product info, product demo videos (must be hosted by you - i.e. YouTube, Vimeo or other website), or display contact info/link to contact form. **Please provide a short title for each button and URL, PDF or contact info for each. Titles limited to two lines of text with no more than 20 characters (including spaces) per line.**



Additional benefits:

- 2 tickets to post conference, **in person** networking event that will be held the evening of the virtual conference in Philadelphia, PA
- Attendee list (attendees who gave permission for info to be shared)
- Company listing in Exhibitor Directory with prominent placement and company blurb
- Included in Exhibitor Raffle (prize provided by Jefferson)
- 2 Full page color advertisement and company listing in Digital Exhibitor Directory (Specs: PDF format, letter size (8.5 by 11), no bleed, preferably with a border). Ad must be provided by **November 5, 2021**.
- Company will be acknowledged verbally & on PowerPoint slideshow during opening remarks or before conference breaks
- Company will be acknowledged in reminder and follow-up emails to attendees

BASIC EXHIBITOR - \$2,000

*Listing, Static
Virtual Booth &
Acknowledgements*

*No Live
Interaction Day Of*

Virtual Exhibit Hall Booth includes:

- **4 Static Images** (not clickable/do not link out)
 - 2 Featured Vertical Booth Images- 250x500 px (JPG or PNG)
 - 1 Sponsor Logo Image- 180x100 px (JPG or PNG)
 - 1 Featured Horizontal Booth Image- 600x300 px (JPG or PNG)
- **2 Clickable Hot Spot Buttons:** Each button links to **one** resource (i.e. website, PDF or contact info).
 - Up to 2 resources: company or product website, product info, product demo videos (must be hosted by you - i.e. YouTube, Vimeo or other website), or display contact info/link to contact form. **Please provide a short title for each button and URL, PDF or contact info for each. Titles limited to two lines of text with no more than 20 characters (including spaces) per line.**



Additional Benefits:

- Attendee list (attendees who gave permission for info to be shared)
- Included in Exhibitor Raffle (prize provided by Jefferson)
- Company listing in Digital Exhibitor Directory
- Company will be acknowledged verbally & on PowerPoint slideshow during opening remarks or before conference breaks
- Company will be acknowledged in reminder and follow-up emails to conference attendees

PRODUCT THEATER - \$3,500

***LIMITED TO TWO
COMPANIES***

Product theaters provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session prior to the start of the program. This opportunity is limited to two companies during week leading up to the program at a time of their choosing. These sessions are limited to 30 minutes a piece.

*time selections are based on who registers first. We cannot guarantee any time until your registration is complete.

Product Theaters provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. Jefferson Office of CPD recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.

- Product theaters will be advertised to registered conference attendees prior to the meeting.
- Attendees who attend a product theater will receive an extra ticket to the exhibitor raffle (prize funded by Jefferson). Companies must provide a list of attendees for raffle submissions.
- The company must hold the registration platform for this half hour if desired by the company
- A booth will set up in the conference hub, which links to a dedicated Product Theater Page

	<p>Sponsor must provide:</p> <ul style="list-style-type: none"> • Date/Time of your Product Theater • Meeting platform link (Zoom, WebEx, Teams or platform of your choice) • Company Representative Name and E-mail Address • Company logo (high resolution JPG or PNG - roughly 500 x 500 pixels) • Title of Session (up to 8 words) • Short Description of Session (up to 15 words) • Extended Description of Discussion (up to 60 words) • Optional link to one PDF (For example - ISI, PI, or brochure)
<p style="text-align: center;"><i>SEND US YOUR SUGGESTIONS!</i></p> <p>If you have suggestions for virtual exhibit features or other advertising opportunities, please email Ariel.Levine@jefferson.edu.</p> <p style="text-align: center;"><i>Additional fees may apply.</i></p>	
SUNSHINE ACT	<p>The Parties acknowledge and agree that Exhibiting Company may be subject to Section 6002 of the Affordable Care Act, which added Section 1128G to the Social Security Act, and its implementing regulations codified in 42 CFR 402 & 403 (collectively the "Sunshine Act").</p> <p>Exhibiting companies are solely responsible for collecting any information about actions within their exhibit space that constitutes a payment or transfer of value to a Covered Recipient that is required to be reported under the Sunshine Act.</p>
PAYMENT INFORMATION	<p>Payment in full is required with registration.</p> <p><u>CREDIT CARD</u> (<i>preferred payment type</i>) American Express, Visa and MasterCard are accepted. Please fill out attached credit card form.</p> <p><u>CHECK</u> Please make check payable to: TJU, Office of CPD</p> <p>Mail to: Thomas Jefferson University, Office of CPD Jefferson Alumni Hall ATTN: Thyroid Cancer 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p>
CANCELLATION & REFUND POLICY	<p>Requests for exhibitor fee refunds must be submitted in writing and received by the Office of CPD no later than November 5, 2021. There will be no refunds after this period. Cancellations notified before November 5, 2021 will incur a \$400 administration fee. Exhibitors who fail to attend the conference are responsible for the entire fee. All refunds will be processed after the conference. The University reserves the right to cancel or postpone this course due to unforeseen circumstances. In the event of cancellation or postponement, the University will refund exhibit fees, but is not responsible for related costs or expenses incurred by exhibitor.</p> <p style="text-align: center;"><i>Submit refund requests to Ariel Levine at Ariel.Levine@jefferson.edu by November 5, 2021.</i></p>

Exhibitor Credit Card Payment Form

Thyroid Cancer and Parathyroid Disease Update 2021

Friday, December 10, 2021 | Virtual Meeting

Exhibit Fee: Indicate your level of exhibit:

- ☐ **Premier Level \$3,000**
☐ **Basic Level \$2,000**
☐ **Product Theater \$3,500**

Payment is due on or before December 10, 2021

Company Name: _____

Company Representative (to contact with questions): _____

Phone Number: _____

Email Address: _____

I hereby authorized use of my:	Visa <input type="checkbox"/>	Mastercard <input type="checkbox"/>	American Express <input type="checkbox"/>	Amount \$ _____
Account Number:			Expiration Date:	
Cardholder's Name:			Signature:	
Credit Card Billing Address: (include City, State and Zip)				
Email Address: A copy of the receipt will be sent upon processing				
E-Mail: Send completed form to Ariel.Levine@jefferson.edu				

ONLINE EXHIBITOR REGISTRATION MUST ALSO BE COMPLETED

TO COMPLETE VISIT - <http://jeffline.jefferson.edu/jeffcme/Otolaryngology/exhibitors-thyroid.cfm>

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. THOMAS JEFFERSON UNIVERSITY	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) ► NON-FOR-PROFIT 501C3	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) 1 Exemption from FATCA reporting code (if any) A <small>(Applies to accounts maintained outside the U.S.)</small>
	5 Address (number, street, and apt. or suite no.) See instructions. 1101 MARKET STREET, SUITE 2004	Requester's name and address (optional)
	6 City, state, and ZIP code PHILADELPHIA, PA 19107	
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.


Social security number									
			-				-		
or									
Employer identification number									
2	3		-	1	3	5	2	6	5 1

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ► 	Date ► 01/21/2021
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Yevgeniy Shcherbakov, Acct. Manager

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.