

***6th Annual Navigating Spinal Care Symposium:
Update on Spinal Trauma and Spinal Cord Injury Management
Friday, May 22, 2015***

Don't miss this Exhibit Opportunity!

Dear Representative,

On behalf of the Departments of Neurological Surgery-Division of Spine and Peripheral Nerve Surgery and Surgery-Acute Care Surgery (ACS) at Sidney Kimmel Medical College at Thomas Jefferson University, I would like to formally invite you, and your company, to exhibit at the ***6th Annual Navigating Spinal Care Symposium: Update on Spinal Trauma and Spinal Cord Injury Management*** to be held on **Friday, May 22, 2015** at Dorrance H. Hamilton Building on the campus of Thomas Jefferson University.

As an exhibitor at this event, you will have the opportunity to personally share your product information directly with approximately 150 medical practitioners representing hospital-based and office-based practices from the greater Philadelphia and tri-state area. Exhibitors will have several opportunities to converse with attendees during breakfast, breaks, over lunch, and at the networking reception. There will be ***four levels of exhibiting*** opportunities:

Platinum Level \$10,000

- ***Choice of Premium Exhibit Booth location in Exhibit Area (first come, first serve basis)***
- 2 full page (8.5 x 11), color company advertisement in Exhibitor Directory (***Due: May 8, 2015***)
Ad specifications: PDF format, letter size (8.5 by 11), no bleed, preferably with a border.
- ***Networking Lunch with selected Course Planners during the designated Lunch & Exhibits (see attached program agenda) - 2 company representatives only.***
- Acknowledgement posted online via a Virtual Exhibit Hall and emailed to all participants before and after the conference.
- Individual company acknowledgement signage
- Special name badge designation
- Up to 6 company representatives
- 4 complimentary conference attendees
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- Two 6ft draped tables

Gold Level \$7,500

- 1 full page, color company advertisement in Exhibitor Directory (***Due: May 8, 2015***)
Ad specifications: PDF format, letter size (8.5 by 11), no bleed, preferably with a border.
- Prime exhibit location
- Special name badge designation
- Up to 4 company representatives
- 3 complimentary conference attendees
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- One 6ft draped table

Silver Level \$5,000

- 1 half page, black and white company advertisement in Exhibitor Directory (***Due: May 8, 2015***)
Ad specifications: PDF format, letter size (8.5 by 5.5), no bleed, preferably with a border.
- Up to 3 company representatives
- 2 complimentary conference attendees
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- One 6ft draped table

Bronze Level \$3,000

- Up to 2 company representatives
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- One 6ft draped table

Exhibit fees can be mailed to my attention at **Sidney Kimmel Medical College, Jefferson Alumni Hall, Office of CME, 1020 Locust Street, Suite M-5 Philadelphia, PA 19107**. Our tax ID number: **23-135-2651**. Please make checks payable to: **Sidney Kimmel Medical College, Office of CME**. Visa and MasterCard is also accepted.

We are hopeful that you will join us as an exhibitor this year for this exceptional program and important networking event, most appropriately deserving of your participation and support. Please feel free to contact me with any questions you may have. I can be reached by phone at 215-955-1286, by fax at 215-923-3213, or via email at Kathleen.nagele@jefferson.edu.

Sincerely,

Kate Nagele
Education Coordinator
(Email) kathleen.nagele@jefferson.edu
(Phone) 215-955-1286
(Fax) 215-923-3212

**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 Dr. Cole, Assistant Dean for CME.*

6th Annual Navigating Spinal Care Symposium: Update on Spinal Trauma and Spinal Cord Injury Management

Friday, May 22, 2015
Dorrance H. Hamilton Building
1001 Locust Street, Philadelphia, PA 19107
(Preliminary Agenda/Subject to Change)

(Page 1 of 2)

Friday, May 22, 2015		7:00AM - 2:35PM
7:00AM - 7:50AM	<i>Registration, Continental Breakfast, & Exhibits</i>	
7:50AM - 7:55AM	Opening Remarks	Joshua E. Heller, MD Murray J. Cohen, MD, FACS
7:55AM - 8:10AM	Spinal Cord Injury - A Patient's Perspective	Lauren Shevchek
Topic: Acute Management of Spinal Cord Injury		
8:10AM - 8:30AM	Update on Initial Trauma Management - "The ABCDs"	Jay S. Jenoff, MD
8:30AM - 8:50AM	Spinal Cord Injury Exam and Classification	Ralph J. Marino, MD
8:50AM - 9:10AM	Radiographic Evaluation of Spinal Trauma	Adam E. Flanders, MD
9:10AM - 9:30AM	ICU Management of a Patient with Spinal Cord Injury	Murray J. Cohen, MD, FACS
9:30AM - 9:45AM	<i>Break & Exhibits</i>	
Topic: Spinal Cord Injury Research		
9:45AM - 10:05AM	Future Directions for SCI Research and Management	James S. Harrop, MD, FACS
Topic: Cervical Trauma		
10:05AM - 10:25AM	Occipitocervical and Upper Cervical Spine Injuries	Ashwini D. Sharan, MD, FACS
10:25AM - 10:45AM	Subaxial Cervical Trauma and SCI	Mark F. Kurd, MD
10:45AM - 11:05AM	Central Cord Syndrome	Gaurav Jain, MD
11:05AM - 12:00PM	<i>Lunch & Exhibits</i>	

(Page 2 of 2)

Topic: Thoracic, Lumbar, and Sacral Trauma		
12:00PM - 12:20PM	Thoracic Fracture and SCI - Update of Classification and Management	Christopher Kepler, MD
12:20PM - 12:40PM	Lumbar Injuries - Compression and Burst Fracture Management	Jack I. Jallo, MD, PhD, FACS
12:40PM - 1:00PM	Sacral and Pelvic Injuries	James Krieg, MD
1:00PM - 1:15PM	<i>Break & Exhibits</i>	
Topic: Rehab and Long Term Care of Patients with SCI		
1:15PM - 1:35PM	An Update on Acute SCI Rehab	Christopher S. Formal, MD Guy Fried, MD Mendel Kupfer, MD
1:35PM - 1:55PM	Spasticity and Baclofen Management	Michael Saulino, MD
1:55PM - 2:15PM	Long-Term Care of a Patient with SCI (Socioeconomic Factors)	Remi Ojumu, MSW Vernice Wooden, MSW
2:15PM - 2:35PM	The Psychological Aspect of SCI - How to Cope	Nancy Rosenberg
2:35PM	Closing Remarks	Joshua E. Heller, MD Murray J. Cohen, MD, FACS

Have you heard?

Jefferson Medical College is now The Sidney Kimmel Medical College at Thomas Jefferson University! Jefferson Medical College has been renamed The Sidney Kimmel Medical College at Thomas Jefferson University, effective June 17, 2014 as a result of an historic and transformative gift from the Sidney Kimmel Foundation.

For additional information please visit
<http://jeffline.jefferson.edu/jeffcme/Neurosurgery/>

Exhibitor Information

SIDNEY KIMMEL MEDICAL COLLEGE AT THOMAS JEFFERSON UNIVERSITY
6th Annual Navigating Spinal Care Symposium:
Update on Spinal Trauma and Spinal Cord Injury Management
Friday, May 22, 2015

<u>Conference Location:</u>	Dorrance H. Hamilton Building, Connelly Auditorium 1001 Locust Street Philadelphia, PA 19107								
<u>Exhibit Location/ Times:</u>	<p>Representatives may begin exhibiting at 7:00AM on Friday, May 22, 2015. The exhibit hall will be open throughout the conference, however the following times are dedicated exhibit times where food and beverage will be served:</p> <p><u>Friday, May 22, 2015</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">7:00AM - 7:50AM</td> <td>Registration, Continental Breakfast & Exhibits</td> </tr> <tr> <td>9:30AM - 9:45AM</td> <td>AM Break & Exhibits</td> </tr> <tr> <td>11:05AM - 12:00PM</td> <td>Lunch & Exhibits</td> </tr> <tr> <td>1:00PM - 1:15PM</td> <td>PM Break & Exhibits</td> </tr> </table>	7:00AM - 7:50AM	Registration, Continental Breakfast & Exhibits	9:30AM - 9:45AM	AM Break & Exhibits	11:05AM - 12:00PM	Lunch & Exhibits	1:00PM - 1:15PM	PM Break & Exhibits
7:00AM - 7:50AM	Registration, Continental Breakfast & Exhibits								
9:30AM - 9:45AM	AM Break & Exhibits								
11:05AM - 12:00PM	Lunch & Exhibits								
1:00PM - 1:15PM	PM Break & Exhibits								
<u>Exhibitor Rules:</u>	<p>All exhibits must be tabletop or portable in nature.</p> <ul style="list-style-type: none"> • Exhibitor activities are restricted to the allocated space at the conference. Distribution of educational/promotional materials by exhibitors is limited to their booth space in the exhibit area. It is not permitted anywhere else in the hall, in conference meeting space, or at the entrances to the conference meeting space. • Exhibits are intended for informational purposes, products should not be sold on site. • Photography by exhibitors that includes pictures of the overall 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. • The conference is not responsible for the security of exhibitors' materials. We suggest that exhibitors leave nothing of value (e.g., laptop computer, audio visual equipment, etc.) unattended at any time in the exhibit hall. <p><i>Cancellation by the Conference Organizers</i> In the event that the Conference would have to be cancelled, the organizers are not responsible for any airfare, hotel, and/or other costs incurred by exhibitors.</p>								
<u>Exhibit Set & Breakdown Times:</u>	<p>Exhibit Set-up can begin on Friday, May 22, 2015 at 6:45AM. Exhibit breakdown must be completed by 5:00PM on Friday, May 22, 2015.</p>								
<u>Exhibit Levels & Recognition:</u>	<p><u>Platinum Level \$10,000</u></p> <ul style="list-style-type: none"> ○ Choice of Premium Exhibit Booth location in Exhibit Area (first come, first serve basis) ○ 2 full page (8.5 x 11), color company advertisement in Exhibitor Directory (Due: May 8, 2015) - Ad specifications: PDF format, letter size (8.5 by 11), no bleed, preferably with a border. 								

Exhibitor Information

SIDNEY KIMMEL MEDICAL COLLEGE AT THOMAS JEFFERSON UNIVERSITY
**6th Annual Navigating Spinal Care Symposium:
Update on Spinal Trauma and Spinal Cord Injury Management
Friday, May 22, 2015**

- **Networking Lunch with selected Course Planners during the designated Lunch & Exhibits (see attached program agenda) - 2 company representatives only.**
- Acknowledgement posted online via a Virtual Exhibit Hall and emailed to all participants before and after the conference.
- Individual company acknowledgement signage
- Special name badge designation
- Up to 6 company representatives
- 4 complimentary conference attendees
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- Two 6ft draped tables

Gold Level \$7,500

- 1 full page, color company advertisement in Exhibitor Directory (**Due: May 8, 2015**) - Ad specifications: PDF format, letter size (8.5 by 11), no bleed, preferably with a border.
- Prime exhibit location
- Special name badge designation
- Up to 4 company representatives
- 3 complimentary conference attendees
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- One 6ft draped table

Silver Level \$5,000

- 1 half page, black and white company advertisement in Exhibitor Directory (**Due: May 8, 2015**) - Ad specifications: PDF format, letter size (8.5 by 5.5), no bleed, preferably with a border.
- Up to 3 company representatives
- 2 complimentary conference attendees
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- One 6ft draped table

Bronze Level \$3,000

- Up to 2 company representatives
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- One 6ft draped table

Exhibitor Registration:

<http://jeffline.jefferson.edu/jeffcme/Neurosurgery/exhibitors.cfm>

Exhibitor Information

SIDNEY KIMMEL MEDICAL COLLEGE AT THOMAS JEFFERSON UNIVERSITY
6th Annual Navigating Spinal Care Symposium:
Update on Spinal Trauma and Spinal Cord Injury Management
Friday, May 22, 2015

<p><u>Electrical Needs & Shipping Information:</u></p>	<p>Please notify Kate Nagele prior to shipping: <i>Shipments will be accepted at the Jefferson Alumni Hall Loading Dock 2 days prior to conference, no earlier than Wednesday, May 20, 2015. Be sure to label them accordingly.</i></p> <p style="text-align: center;"> Attn: Kate Nagele Spine Care Symposium - Friday, May 22, 2015 Jefferson Alumni Hall 1020 Locust Street, Suite M-5 Philadelphia, PA 19107 Box _____ of _____ </p> <p>Electrical services <u>are included</u> in the exhibit fee. Each company is responsible for communicating their electrical needs to Kate Nagele via email to Kathleen.Nagele@jefferson.edu.</p> <p><i>Please note that all company representatives are solely responsible for coordinating return shipping at the conclusion of the conference with loading dock representatives.</i></p>
<p><u>Accommodations:</u></p>	<p>Thomas Jefferson University has negotiated rates with numerous hotels in the area. Please visit http://hospitals.jefferson.edu/patients-and-visitors/center-city/hotels-and-lodging/ for more information.</p>
<p><u>Payment:</u></p>	<p>Please make check payable to: Sidney Kimmel Medical College, Office of CME Mail to: SKMC Office of CME Jefferson Alumni Hall 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p> <p>Visa and MasterCard are also accepted. Please complete the attached Exhibitor Payment Form.</p>
<p><u>Sunshine Act</u></p>	<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>
<p><u>Questions?</u></p>	<p>Please contact Kate Nagele at 215-955-1286 or Kathleen.Nagele@jefferson.edu</p>

Request for Taxpayer Identification Number and Certification

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

Print or type See Specific Instructions on page 2.	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; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ Non-For-Profit 501C3 Org.	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) 501C3 Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>	
	5 Address (number, street, and apt. or suite no.) 1020 WALNUT STREET	
	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 Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 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:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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 on page 3.

Sign Here	Signature of U.S. person ▶	Date ▶
------------------	----------------------------	--------

General Instructions

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

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

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? on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.