

Office of Continuing Professional Development

1020 Locust Street, Suite M5 Philadelphia, PA 19107 T 1-877-JEFF-CPD (533-3273) T 215-955-6992 F 215-923-3212 jeffersoncpd@jefferson.edu CME.Jefferson.edu

4th Annual Jefferson Urology Symposium: Focus on Urinary Incontinence and the Surgical Management of Benign Prostatic Hyperplasia

Friday, April 30, 2021 | Virtual Meeting

Don't miss this opportunity!

Dear Representative,

On behalf of the Jefferson program course director, Akhil Das, MD, I would like to formally invite your company to virtually exhibit at the *4th Annual Jefferson Urology Symposium* on Friday, April 30, 2021.

We are pleased to offer your company the opportunity to interact virtually with approximately 75 urologists representing hospital-based and office-based practices from the United States and around the globe. Exhibitors will have several opportunities to share their company information and products through a virtual exhibit hall that will be available to participants before and after the symposium, as well as during designated breaks during the conference.

Virtual exhibit booths include company descriptions, multimedia advertisements (varies by exhibit level) and Zoom meetings for interacting with attendees during conference breaks. Companies can also host product theaters before/after the conference. Conference organizers will host a raffle to encourage attendee engagement. For additional information regarding exhibiting and to register your company, we ask that you review the attached sheet and visit the exhibitor webpage at: http://jeffline.jeffcme/urology/exhibitors.cfm.

We are open to new ideas so please feel free to contact us with suggestions for more virtual exhibit features or to customize your virtual exhibit booths.

We are hopeful that you will join us as a virtual exhibitor for this exceptional urology program and important networking event, most appropriately deserving of your participation and support. Please feel free to contact me with any questions concerns you may have.

Sincerely,

Kate Nageli

Kate Nagele Senior CPD Planner Office of Continuing Professional Development (T) 215-955-1286 (F) 215-923-3212 Kathleen.Nagele@jefferson.edu https://cme.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. Contact us with any questions regarding status.

4th Annual Jefferson Urology Symposium: Focus on Urinary Incontinence and the Surgical Management of Benign Prostatic Hyperplasia Friday, April 30, 2021 | 8:25AM - 2:50PM EDT

VIRTUAL MEETING

	Preliminary Agenda - Subject to Change		
7:30AM - 8:25AM	Log On & Virtual Exhibits		
8:25AM - 8:30AM	Welcoming Remarks	Akhil K. Das, MD	
8:30AM - 9:00AM	Office-Based Therapy for BPH - Prostatic Urethral Lift (PUL) Procedures and Water Vapor Therapy for BPH: Tips, Techniques and Outcomes	Claus Roehrborn, MD	
9:00AM - 9:30AM	Should HoLEP be the New Gold Standard for the Surgical Management of BPH?	Mitchell Humphreys, MD	
9:30AM - 9:50AM	Break and Virtual Exhibits		
9:50AM - 10:20AM	HoLEP Techniques: Tips and Tricks to Help Shorten the Learning Curve	Akhil K. Das, MD	
10:20AM - 10:50AM	20AM - 10:50AM Aquablation and New Upcoming Technologies for BPH		
Questions and Answers on BPH 10:50AM - 11:15AM <i>Moderator</i> : Akhil K. Das, MD <i>Panelists</i> : Mitchell Humphreys, MD; Claus Roehrborn, MD			
11:15AM - 12:00PM	Lunch and Virtual Exhibits		
12:00PM - 12:30PM	Pelvic Organ Prolapse (POP) and Urinary Incontinence: Current Surgical Strategies	Sandip Vasavada, MD	
12:30PM - 1:00PM	Evaluation and Management of a Female Patient with Urinary		
1:00PM - 1:20PM	Break and Virtual Exhibits		
1:20PM - 1:50PM	0PM - 1:50PM Management of Urinary Incontinence Associated with Neurogenic Bladder Disorder		
1:50PM - 2:20PM	1:50PM - 2:20PM The Management of Post Prostatectomy Urinary Incontinence Akhil K. E		
2:20PM - 2:45PM	Questions & Answers on Urinary Incontinence <i>Moderator</i> : Akhil K. Das, MD <i>Panelists</i> : Alana Murphy, MD; Patrick Shenot, MD; Sandip Vasav	ada, MD	
2:45PM - 2:50PM	Closing Remarks	Akhil K. Das, MD	

Company Registration	http://jeffline.jefferson.edu/jeffcme/urology/exhibitors.cfm			
Virtual Exhibit Set-Up	 Final company material for virtual exhibit booths including web/video advertisements and meeting links are due by <u>March 22, 2021</u>. Web and video advertisements must comply with the specs outlined in this packet Companies should use their own Zoom accounts (or preferred platform) to host their meeting. This allows for the use of company branding and to control the flow of the meeting. Additional fees apply if OCPD completes a Zoom setup on behalf of the company. 			
Designated Exhibit Times (EDT) & Exhibitor Raffle	Before/After the Live Conference The virtual exhibit hall will be available to registered and prospective attendees for 30 days. During this time frame, 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. During the Live Conference Representatives may begin exhibiting through Zoom at 7:30AM ET on Friday, April 30, 2021. The exhibit hall will be open throughout the conference, however the following times are dedicated exhibit times: Friday, April 30, 2021 7:30AM - 8:25AM Log On & Virtual Exhibits 9:30AM - 9:50AM Break & Virtual Exhibits 11:15AM - 12:00PM Lunch & Virtual Exhibits 11:00PM - 1:20PM Break & Virtual Exhibits Exhibitor Raffles: An exhibitor raffle* will be held to encourage attendee interaction during the conference. Raffle prizes are provided by Jefferson. *Subject to change			
Exhibit Rules	 Exhibitors acknowledge that: 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 interleafed 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 should 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. 			
Sunshine Act	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").			

	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.
Payment	Payment in full is required with registration. <u>CREDIT CARD</u> (preferred payment type) American Express, Visa and MasterCard are accepted. Please fill out attached credit card form. <u>CHECK</u> Please make check payable to: Thomas Jefferson University, Office of CPD Mail to: Office of CPD Jefferson Alumni Hall 1020 Locust Street, Suite M-5 Philadelphia, PA 19107
Cancellation & Refund Policy	Deadline for exhibitor registration is <u>March 22, 2021</u> . Thomas Jefferson University cannot guarantee space availability after that time. In the event that the symposium is canceled by the organizers, exhibit fees will be refunded in full but Thomas Jefferson University is not responsible for other expenses incurred by the exhibitor. In the event an exhibitor cancels participation, refunds will be made as follows: prior to the deadline of March 22 , a refund will be given minus a \$350 administration fee. After March 22, no refund will be given. Exhibit cancellations must be made in writing. Exhibitors who are absent from the conference will not receive a refund. Send cancellation notice to Kate Nagele at Kathleen.Nagele@jefferson.edu and include name of activity in subject line.
Questions?	Please contact Kate Nagele at Kathleen.Nagele@jefferson.edu

	VIRTUAL EXHIBIT LEVELS & BENEFITS
BRONZE - \$2,000 Listing & Acknowledgements ASSETS/MATERIALS DUE BY: MARCH 22, 2021	 Virtual Exhibit Hall Booth includes: Booth placement with click-though modal on Virtual Exhibit Hall floor map with company description (up to 25 words), image & link to website Appointment sign up form Additional Benefits: Attendee list Company listing in Exhibitor Directory Company will be acknowledged verbally & on PowerPoint slideshow during opening remarks and before conference breaks Company will be acknowledged in reminder and follow-up emails to conference attendees
SILVER - \$3,000 Basic benefits PLUS live attendee interaction & banner advertisement ASSETS/MATERIALS <u>DUE BY:</u> MARCH 22, 2021	 Virtual Exhibit Booth includes: Booth placement with click-through modal on Virtual Exhibit Hall floor map with company description (up to 25 words), image & link to dedicated Virtual Exhibit Booth page Dedicated Virtual Exhibit Booth (microsite page) with: "Meet & Greet" with conference attendees (Zoom meeting to be provided by company) Company description (up to 40 words) Company description (up to 40 words) Company logo (250 x 250 pixels; JPG; max file size: 100KB) External link to company website Two native content advertising positions: 2 product/company images (500 x 500 pixels; File type: JPG; Max File Size: 1MB) 2 product/company description paragraphs (up to 60 words) One banner advertisement linked to product website 970 x 250 pixels File Type: JPG, GIF; Max File Size: 1MB Additional benefits: Attendee list Included in Exhibitor Raffle (prize provided by Jefferson) Company listing in Exhibitor Directory Half-page color advertisement & company listing in Exhibitor Directory - (Specs: PDF format, letter size (8.5 by 5.5), no bleed, preferably with a border), One conference registration (CE credits included) Company will be acknowledged verbally & on PowerPoint slideshow during opening remarks and before all conference breaks Company acknowledgements in reminder and follow-up emails to attendees

 GOLD - \$5,000 Basic benefits PLUS live attendee interaction ft multimedia advertisements ASSETS/MATERIALS DUE BY: MARCH 22, 2021 Company Vebsite Two native content advertisements linked to product websites - 2 product/company description paragraphs (up to 80 words) - 500 x 500 pixels; JPG or GIF; max file size: 1MB - 6 mebedded form (up to 4 fields of sponsor's choice can be used in form; submissions will go directly to sponsor email address) - 500 x 500 pixels; JPG or GIF; max file size: 1MB - "Fade in" animation for each content section upon page load - Appointment sign up form Additional benefits: - Attendee list - Company listing in Exhibitor Directory - Included in Exhibitor Raffle (prize provided by Jefferson) - Full page color advertisement and company listing in Exhibitor Directory - (Specs: PDF format, letter size (8.5 by 11), no bleed, preferably with a border). - Two conference registrations (CE credits included) - Company will be acknowledged during meeting verbally f on PowerPoint stideshow - Company will be acknowledged in reminder and	 GOLD - \$5,000 Basic benefits PLUS live attendee interaction & multimedia advertisements ASSETS/MATERIALS DUE BY: MARCH 22, 2021 Two native content advertising positions: 2 product/company images (500 x 500 pixels; JPG or GIF; max file size: 1MB) 2 product/company description paragraphs (up to 80 words) Two banner advertisements linked to product websites 500 x 500 pixels; JPG or GIF; max file size: 1MB One video advertisement (can be embedded via a sponsor provided YouTube or Vimeo link or can include video screenshot which links out the external website) One call-to-action section with bold headline, image, and sponsor link of embedded form (up to 4 fields of sponsor's choice can be used in form; submissions will go directly to sponsor email address) 500 x 500 pixels; JPG or GIF; max file size: 1MB "Fade in" animation for each content section upon page load
---	--

	Virtual Exhibit Booth includes
	Virtual Exhibit Booth includes:
	 Booth placement with click-through modal on Virtual Exhibit Hall floor map with company description (up to 25 words), image & link to Dedicated Virtual Exhibit Booth Page
PLATINUM LEVEL - (INCLUDES PRODUCT THEATER) \$7,500 *LIMITED TO TWO COMPANIES*	 Dedicated Branded & Customized Virtual Exhibit Booth Microsite Page with: "Meet & Greet" with Attendees (Zoom meeting to be provided by company) Splash video OR animated image/gif header on Virtual Booth page - Format (Video): .mp4, WEBM - Max duration (Video)- 15 seconds (video will loop); Max file size: 5MB - Royalty free video can be provided for client for additional cost Branded with company colors, designed to mimic the rough look/feel of client's website Company description (up to 250 words) Company logo (250 x 250 pixels; JPG; max file size: 100KB) Company Contact information (2-8 bullet points) External Link to Company Website 3 Static External Text links to outside resources - Icon/Images (35 x 35 pixels; JPG; max file size: 100KB) - External link title (up to 5 words) - External link short blurb (up to 20 words) - Four banner advertisements linked to product websites
	- 500 x 500 pixels OR 970 x 250 pixels
	- File Type: JPG, GIF; Max File Size: 1MB
Basic benefits PLUS live attendee	• Up to two video advertisements (can be embedded via a sponsor provided YouTube or Vimeo link or can include video screenshot which links out to external website)
interaction,	 Up to three testimonials or quotes (up to 25 words)
multimedia advertisements, and networking opportunity with Jefferson faculty	 Up to three call-to-action sections with bold headline, image, and sponsor link. One of these calls to action can include an embedded form (up to 4 fields of Sponsor's choice can be used in form; submissions will go directly to Sponsor email address) Image Specifications for Call to Action Sections 500 x 500 pixels; JPG or GIF; max file size: 1MB Title for Call to Action Sections (up to 8 words) Short Blurb for Call to Action section (up to 30 words)
ASSETS/MATERIALS	 Appointment sign up box
DUE BY:	 One round of Sponsor revisions on Virtual Booth page
MARCH 22, 2021	 Google Analytics web page metrics available for an additional charge
	 Additional Benefits: Follow-up call from course director Premier location in virtual exhibit hall Included in Exhibitor Raffle (prize provided by Jefferson) Company listing in Exhibitor Directory Two full page color advertisement & company listing in Exhibitor Directory - (Specs: PDF format, letter size (8.5 by 11), no bleed, preferably with a border). Four conference registrations (CE credits included) Company will be acknowledge verbally & on PowerPoint slideshow during opening remarks and before conference breaks Company will be acknowledged in reminder and follow-up emails to
	attendees.

	Product theaters provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. 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. <u>These</u> <u>sessions are not approved for continuing education credits</u> .	
PRODUCT THEATER - Included in Platinum Level	 Product theaters can be scheduled before or after the symposium (see daily timeslots below) Product theaters will be advertised to registered conference attendees before the symposium A button will be located on your booth page, which links to a dedicated product theater page containing all product theaters. 	
ASSETS/MATERIALS DUE BY: MARCH 22, 2021	 This opportunity is limited to four companies during the following time slots on April 30th on a first come, first serve basis: Friday, April 30, 2021 > 6:30AM - 7:30AM ET > 3:00PM - 4:00PM ET 	
	Sponsor must provide Zoom link, company representative name, title of session (up to 8 words), short description of session (up to 15 words) and extended description of discussion (up to 60 words).	
SEND US YOUR SUGGESTIONS! If you have suggestions for virtual exhibit features or other advertising opportunities, please contact Kate Nagele at <u>Kathleen.Nagele@jefferson.edu</u> Additional fees may apply.		



Office of Continuing Professional Development

1020 Locust Street, Suite M5 Philadelphia, PA 19107 T 1-877-JEFF-CPD (533-3273) T 215-955-6992 F 215-923-3212 jeffersoncpd@jefferson.edu CME.Jefferson.edu

EXHIBITOR CREDIT CARD PAYMENT FORM

4th Annual Jefferson Urology Symposium Friday, April 30, 2021 | Virtual Meeting

Exhibit Fee: Indicate your level of exhibit:

□ Bronze Level \$2,000 □

000 🗆 <u>Silver Level \$3,000</u>

Gold Level \$5,000

□ Platinum Level \$7,500

PAYMENT IS DUE ON OR BEFORE APRIL 30, 2021

Company Name: ____

Company Representative (to contact with questions): _____

Phone Number: _____

Email Address: _____

I hereby authorized use of my:	Visa 🗆	Mastercard \Box	An	nerican Express 🛛	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 <u>Kathleen.Nagele@jefferson.edu</u>						

ONLINE EXHIBITOR REGISTRATION MUST ALSO BE COMPLETED TO COMPLETE VISIT <u>http://jeffline.jefferson.edu/jeffcme/urology</u>

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

	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							
Print or type. Specific Instructions on page 3.	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Che following seven boxes. ☐ Individual/sole proprietor or C Corporation S Corporation Partnership single-member LLC ☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partner Note: Check the appropriate box in the line above for the tax classification of the single-member ou LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the c another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a sing is disregarded from the owner should check the appropriate box for the tax classification of its own	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	_					
ecif	✓ Other (see instructions) ► NON FOR PROFIT 501C3 ORG		(Applies to accounts maintained outside the U.S.)					
	5 Address (number, street, and apt. or suite no.) See instructions.	Requester's name a	and address (optional)	-				
See	1101 MARKET STREET, SUITE 2004							
	6 City, state, and ZIP code							
	PHILADELPHIA, PA 19107							
	7 List account number(s) here (optional)							
Par	t I Taxpayer Identification Number (TIN)			_				
	your TIN in the appropriate box. The TIN provided must match the name given on line 1 to av		curity number					
reside	ip withholding. For individuals, this is generally your social security number (SSN). However, for ant alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other is, it is your employer identification number (EIN). If you do not have a number, see <i>How to ge</i>							
TIN, la	ater.	or						
	If the account is in more than one name, see the instructions for line 1. Also see <i>What Name to Give the Requester</i> for guidelines on whose number to enter.	and Employer	identification number					
vunib	in a sine the nequester for guidelines on whose humber to effer.							

Certification Part II

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	Signature of	Man	12/18/2020
Here	U.S. person ►		Date ►
Gene	ral Instruct	Yevgeniy Shcherbakov, tions	Acct. Manager • Form 1099-DIV (dividends, including those from stocks or mutual

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 taxpaver 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)

- 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