

**10th Annual Brain Tumor Symposium:
New Directions in Brain Tumor Management**
Friday, October 29, 2021 | 12:00PM - 4:00PM ET | VIRTUAL MEETING

DON'T MISS THIS VIRTUAL EXHIBIT OPPORTUNITY!

Dear Representative:

On behalf of the course planners from Thomas Jefferson University Department of Neurological Surgery, Division of Neuro-Oncology, and the Vickie and Jack Farber Institute for Neuroscience at Jefferson, I would like to formally invite your company to ***virtually exhibit*** at the **10th Annual Brain Tumor Symposium: New Directions in Brain Tumor Management** to be held on **Friday, October 29, 2021**.

As a virtual exhibitor at this event, you will have the opportunity to personally share your product information directly with approximately 125 neurosurgeons, medical oncologists, radiation oncologists, neurologists, neuroradiologists, neuropathologists, nurses, nurse practitioners, physician assistants, oncology social workers, pharmacists, trainees, and other advanced care practitioners representing hospital-based and office based practices from the greater Philadelphia and tri-state area. There are **three levels of exhibiting opportunities**: Bronze, Silver, and Gold Levels along with an opportunity for Product Theater. Exhibitors will have various options for sharing 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 break time during the symposium.

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 have 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 these expenses.

Please refer to the information on the following pages for the program agenda along with details regarding virtual exhibit benefits and associated deadlines, exhibit times and payment.

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/neurosurgery/exhibitors-brain.cfm> to reserve a booth today! Please feel free to contact me with any questions you may have.

Sincerely,

Marie Destin
CPD Planner
Office of Continuing Professional Development, Thomas Jefferson University
1020 Locust Street, Suite M-5
Philadelphia, PA 19107
Phone: 215-955-9116 | Fax: 215-923-3212 | Email: Marie.Destin@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.*

10th Annual Brain Tumor Symposium: New Directions in Brain Tumor Management

Friday, October 29, 2021 | 12:00PM-4:00PM EST
Virtual Conference

(Preliminary Agenda - Subject to Change)

11:15AM - 12:00PM	<i>Log On and Virtual Exhibits</i>	
12:00PM - 12:05PM	Welcome and Introduction of Program	James J. Evans, MD
12:05PM - 1:00PM	Keynote Lecture: New Directions in Neuro-Oncology (with Q&A) <i>Guest Speaker: Vinay Puduvalli, MD</i> <i>Chair and Professor, Department of Neuro-Oncology, Division of Cancer Medicine</i> <i>Co-Director, Department of Neuro-Oncology, Division of Cancer Medicine, Brain Tumor Center</i> <i>The University of Texas MD Anderson Cancer Center * Houston, TX</i>	
1:00PM - 1:30PM	New Angle on Immunotherapy in Glioblastoma (with Q&A) <i>Speaker: Kevin D. Judy, MD</i>	
1:30PM - 2:00PM	New Techniques in Radiation and Tumor-Treating Fields in Glioblastoma: Updates on Jefferson's Clinical Trials (with Q&A)** <i>Speaker: Wenyin Shi, MD</i>	
2:00PM - 2:30PM	<i>Break, Virtual Exhibits, and Log onto Zoom Meeting Breakout Session</i> <i>Two Afternoon Break-Out Sessions: Practicing Physician Track and Nurse/Other Healthcare Professional Track.</i>	
PRACTICING PHYSICIAN TRACK: UPDATES FROM JEFFERSON PHYSICIANS <i>Moderator: Iyad Alnahhas, MD</i>		
2:30PM - 3:00PM	New Molecular Classifications of Brain Tumors	Lawrence Kenyon, MD, PhD
3:00PM - 3:30PM	Updates in Pituitary Adenomas & Craniopharyngiomas	James J. Evans, MD
3:30PM - 4:00PM	Low Grade Gliomas - What's Our Practice and What's New?	Nina L. Martinez, MD
4:00PM	Closing Remarks	James J. Evans, MD
NURSE AND OTHER HEALTHCARE PROFESSIONAL TRACK: UPDATES FROM JEFFERSON PHYSICIANS & NURSES <i>Moderator: Lauren Barbieri, CRNP</i>		
2:30PM - 3:00PM	Neurocognitive Assessment for Patients with Brain Tumors	Anna Graefe, PhD
3:00PM - 3:30PM	Longitudinal Care of the Brain Tumor Patient*	Katherine Rehm, BSW
3:30PM - 4:00PM	Longitudinal Care of the Brain Tumor Patient: Panel Discussion* -Moderator: Lauren Barbieri, CRNP -Panelists: Sakinah Abdulkhabir, RN; Carey Celata, RN; Christopher J. Farrell, MD; Rian Glennon, RN; Kristen Schlaffer, RN; Kathleen Silva, CRNP; Ashley Spencer, RN	
4:00PM	Closing Remarks	Lauren Barbieri, CRNP

**sessions qualify for PA Patient Safety Credit AND Nursing Pharmacotherapy Credit*

***sessions qualify for Nursing Pharmacotherapy Credit ONLY*

Virtual Exhibit Information

10th Annual Brain Tumor Symposium: New Directions in Brain Tumor Management Friday, October 29, 2021

EXHIBITOR REGISTRATION	<p style="text-align: center;">http://jeffline.jefferson.edu/jeffcme/neurosurgery/exhibitors-brain.cfm</p>
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>October 1, 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 meeting 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.
DESIGNATED EXHIBIT TIMES (EST) & EXHIBITOR RAFFLE	<p><u>Before/After the Live Conference</u> The virtual exhibit hall will be available to registered and prospective attendees for 30 days. 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 meeting platform at 11:15AM on Friday, October 29, 2021. The virtual exhibit hall will be open throughout the conference, however the following times are dedicated exhibit times:</p> <p style="margin-left: 40px;"><u>Friday, October 29, 2021</u> 11:15AM - 12:00PM Log On & Virtual Exhibits 2:00PM - 2:30PM Break & Virtual Exhibits</p> <p><u>Exhibitor Raffle:</u> An exhibitor raffle will be held to encourage attendee interaction during the conference. Raffle prizes are provided by Jefferson.</p>
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

BRONZE - \$1,500

*Listing &
Acknowledgements*

Virtual Exhibit Hall Booth includes:

- Booth placement with click-through 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 (attendees who gave permission for info to be shared)
- Company listing in Digital 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

Assets/Materials due by: October 1, 2021

SILVER - \$2,500

*Basic benefits
PLUS
live attendee
interaction &
banner
advertisements*

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
- Appointment sign up form
- **Dedicated Virtual Exhibit Booth (microsite page) with:**
 - “Meet & Greet” with conference attendees (Virtual meeting platform link to be provided by company to Jefferson for posting)
 - Company description (up to 40 words)
 - Company contact information (2-3 bullet points)
 - 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
- Appointment sign up form

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
- Half-page color advertisement & company listing in Digital 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

Assets/Materials due by: October 1, 2021

GOLD - \$4,000

*Basic benefits
PLUS
live attendee
interaction &
multimedia
advertisements,
and
hosting/participating
in a focus group with
Jefferson experts*

Virtual Exhibit Booth includes:

- Prominent 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 attendee (Virtual meeting platform link to be provided by company)
- Company description (up to 60 words)
- Company contact information (2-4 bullet points)
- Company logo (250 x 250 pixels; JPG; max file size: 100KB)
- Use of one company branded color for background color of content section and for text color if desired
- Splash video header on Virtual Booth page
- External Link to Company Website
- 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 to external website)
- One call-to-action section with bold headline, image, and sponsor link or 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
- Appointment sign up form

Additional benefits:

- **NEW BENEFIT!** Gold Level exhibitors will have the opportunity to **host and participate in a focus group** with select Brain Tumor Symposium course planners at the conclusion of the symposium from 4:15PM - 5:15PM ET. This dedicated session will provide Gold Level exhibitors the opportunity to share product information and discuss specific therapies on a one-on-one level with Jefferson faculty experts.
- Prominent location in the Virtual Exhibit Hall
- 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 with prominent logo placement and company blurb
- 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*).
- Two conference registrations (CE credits included)
- Company will be acknowledged during meeting verbally & on PowerPoint slideshow
- Company will be acknowledged in reminder and follow-up emails to attendees

Assets/Materials due by: October 1, 2021

<p>PRODUCT THEATER - \$5,000</p> <p>*LIMITED TO TWO COMPANIES*</p>	<p>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 sessions are not approved for continuing education credits.</u></p> <ul style="list-style-type: none"> • Product theaters can be scheduled before the symposium (<i>see timeslots below</i>). • 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. <p>This opportunity is limited to two companies during the following time slots on October 29th on a first come, first serve basis:</p> <ul style="list-style-type: none"> • 9:00AM - 10:00AM ET • 10:00AM - 11:00AM ET <p>Sponsor must provide Meeting Platform 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).</p> <p>Assets/Materials due by: October 1, 2021</p>
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[SEND US YOUR SUGGESTIONS!](#)

If you have suggestions for virtual exhibit features or other advertising opportunities, please contact Marie Destin at Marie.Destin@jefferson.edu
Additional fees may apply.

<p>SUNSHINE ACT</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>
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<p>PAYMENT INFORMATION</p>	<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: Brain Tumor Symposium 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p>
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CANCELLATION & REFUND POLICY	<p>Deadline for exhibitor registration is October 1, 2021. Thomas Jefferson University cannot guarantee space availability after that time.</p> <p>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.</p> <p>In the event an exhibitor cancels participation, refunds will be made as follows: prior to the deadline of October 1, a refund will be given minus a \$350 administration fee. After October 1, no refund will be given.</p> <p>Exhibit cancellations must be made in writing. Exhibitors who are absent from the conference will not receive a refund. Send cancellation notice to Marie Destin at Marie.Destin@jefferson.edu and include name of activity in subject line.</p>
<i>Questions?</i>	Please contact Marie Destin at Marie.Destin@jefferson.edu



Jefferson™

VIRTUAL EXHIBITOR CREDIT CARD PAYMENT FORM

**10th Annual Brain Tumor Symposium:
New Directions in Brain Tumor Management
Friday, October 29, 2021**

Exhibit Fee: Indicate your level of exhibit:

- Bronze Level \$1,500 Silver Level \$2,500 Gold Level \$4,000 Product Theater \$5,000

Payment is due on or before October 29, 2021

Company Name: _____

Company Representative (to contact with questions): _____

Phone Number: _____

Email Address: _____

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

**EXHIBITOR REGISTRATION MUST ALSO BE COMPLETED ONLINE AT:
<http://jeffline.jefferson.edu/jeffcme/neurosurgery/exhibitors-brain.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.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. THOMAS JEFFERSON UNIVERSITY</p> <p>2 Business name/disregarded entity name, if different from above</p> <p>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.</p> <p><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</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p>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.</p> <p><input checked="" type="checkbox"/> Other (see instructions) ▶ NON-FOR-PROFIT 501C3</p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) <u> 1 </u></p> <p>Exemption from FATCA reporting code (if any) <u> A </u></p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p>
	<p>5 Address (number, street, and apt. or suite no.) See instructions. 1101 MARKET STREET, SUITE 2004</p> <p>6 City, state, and ZIP code PHILADELPHIA, PA 19107</p>	<p>7 List account number(s) here (optional)</p> <p>Requester's name and address (optional)</p>

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:

- 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 for Part II, later.

Sign Here	<p>Signature of U.S. person ▶ </p> <p style="text-align: center; color: blue;">Yevgeniy Shcherbakov, Acct. Manager</p>	<p>Date ▶ 08/03/2021</p>
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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.