

10th Annual Jefferson Neurocritical Care Symposium
Friday-Saturday, February 26-27, 2021 - Virtual Meeting

Don't Miss This Virtual Exhibit Opportunity!

Dear Representative,

On behalf of the Department of Neurological Surgery at Thomas Jefferson University, we cordially invite you to participate as an exhibitor at the ***10th Annual Neurocritical Care Symposium*** which is scheduled for **Friday-Saturday, February 26-27, 2021**.

As an exhibitor at this event, you will have the opportunity to personally share your product information directly with approximately 150 healthcare providers representing hospital-based and office-based practices from the greater Philadelphia and tri-state area. Exhibitors will have various options for sharing their company information and products through a virtual exhibit hall that will be available to participants as well as during designated breaks during the conference and for 30 days after the symposium. 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 display scientific posters and host product theaters during conference breaks. Conference organizers will host raffles to encourage attendee engagement.

Please review the virtual exhibit levels listed in this prospectus for more information. 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 hope you will join us as an exhibitor for this exceptional continuing education program and important networking event! If you have any questions, please feel free to contact me.

Sincerely,



Bao Tram
CME Planner
Office of Continuing Professional Development
Thomas Jefferson University
Phone: 215-955-6993
Email: bao.tram@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.*

10th Annual Jefferson Neurocritical Care Symposium
Friday-Saturday, February 26-27, 2021
EXHIBITOR INFORMATION

EXHIBITOR REGISTRATION	http://jeffline.jefferson.edu/jeffcme/neurosurgery/exhibitors-nccs.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>January 27, 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, MS 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 day before the conference and after the conference for a total of 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> The virtual exhibit hall will be open throughout the conference, however the following times are dedicated exhibit times where attendees can chat with company representatives live:</p> <p><u>Friday, February 26, 2021</u></p> <ul style="list-style-type: none"> • 7:20AM - 7:50AM - <i>Conference Log-In & Virtual Exhibits</i> • 9:45AM - 10:00AM - <i>Break & Virtual Exhibits</i> • 12:00PM- 12:15 PM - <i>Break & Virtual Exhibits</i> <p><u>Saturday, February 27, 2021</u></p> <ul style="list-style-type: none"> • 7:00AM - 7:30AM - <i>Conference Log-In & Virtual Exhibits</i> • 9:45AM - 10:00AM - <i>Break & Virtual Exhibits</i>
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.

<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>
<p>PAYMENT INFORMATION</p>	<p>Payment in full is required with registration.</p> <p><u>CREDIT CARD</u> American Express, Visa and MasterCard are accepted. Please fill out attached credit card form.</p> <p><u>CHECK</u> Please make check payable to: Thomas Jefferson University, Office of CPD</p> <p>Mail to: Thomas Jefferson University, Office of CPD Jefferson Alumni Hall ATTN: 10th Annual Neurocritical Care Symposium 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p>
<p>CANCELLATION & REFUND POLICY</p>	<p>Requests for exhibitor fee refunds must be submitted in writing and received by the Office of CPD no later than January 27, 2021. There will be no refunds after this period. Cancellations will incur a \$350 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><i>Submit refund requests to Bao Tram at bao.tram@jefferson.edu.</i></p>

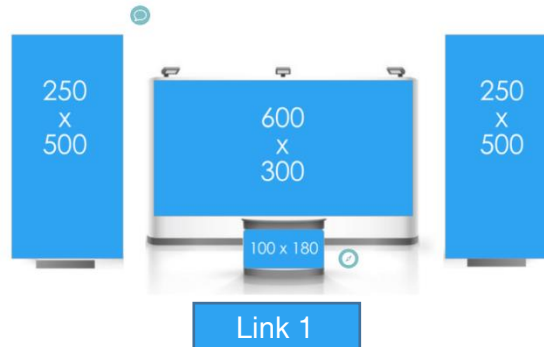
VIRTUAL EXHIBIT LEVELS & BENEFITS

BRONZE - \$2,000

*Listing, Static
Virtual Booth &
Acknowledgements*

Virtual Exhibit Booth includes:

- 2 Featured Vertical Booth Images - 250 X 500 (JPG, PNG, GIF)
- 1 Sponsor Logo - 100 x 180 (JPG, PNG, GIF)
- 1 Featured Horizontal Booth Image - 600 x 300 (JPG ,PNG, GIF)
- 1 Hot Spot Link to company website or "Contact Us" form



Additional Benefits:

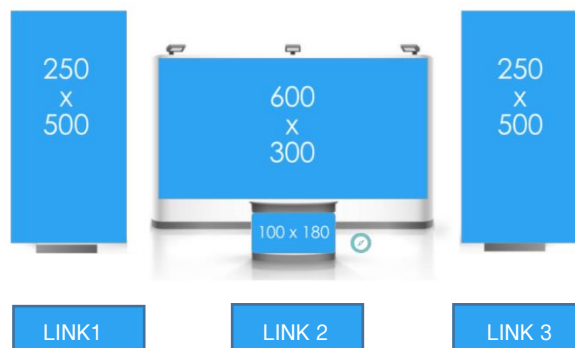
- Attendee list
- Included in Exhibitor Raffle (prize provided by Jefferson)
- Company listing in Digital Exhibitor Directory
- Company will be acknowledged verbally & on PowerPoint slideshow during opening remarks or before conference breaks
- Company will be acknowledged in reminder emails to conference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

SILVER - \$3,500

*Basic benefits
PLUS
3 Hot Links &
Advertisements*

Virtual Exhibit Booth includes:

- 2 Featured Vertical Booth Images - 250 X 500 (JPG, PNG, GIF)
- 1 Sponsor Logo - 100 x 180 (JPG, PNG, GIF)
- 1 Featured Horizontal Booth Image - 600 x 300 (JPG ,PNG, GIF)
- 3 Hot Spot Links
 - 1 LIVE Face to face meeting link - (Zoom, WebEx, Teams) - Please provide date, time and link to this meeting
 - 2 other links to website, videos or product information (please provide URLs)



Additional benefits:

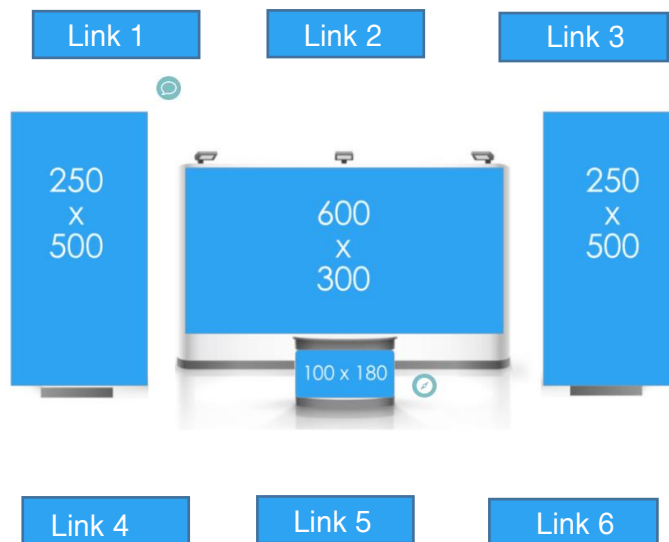
- Attendee list
- Included in Exhibitor Raffle (prize provided by Jefferson)
- Half-page color advertisement & company listing in Exhibitor Directory
Specs: JPEG format, letter size (8.5 by 5.5), no bleed, preferably with a border.
- One conference registration (CE credits included)
- Company will be acknowledged verbally & on PowerPoint slideshow during opening remarks or before conference breaks
- Company acknowledgements in reminder emails to attendees

GOLD - \$5,000

*Basic benefits
PLUS
6 Hot Links &
Multimedia
Advertisements*

Virtual Exhibit Booth includes:

- Prominent location in the Virtual Exhibit Hall
- 2 Featured Vertical Booth Images - 250 X 500 (JPG, PNG, GIF)
- 1 Sponsor Logo - 100 x 180 (JPG, PNG, GIF)
- 1 Featured Horizontal Booth Image - 600 x 300 (JPG, PNG, GIF)
- 6 Hot Spot Links
 - 1 LIVE Face to face meeting links - (Zoom, WebEx, MS Teams)
 - Up to 5 other website links to videos, product information, product demos, websites, or Contact Us forms



Additional benefits:

- Follow up call from a course director or planner
- Attendee list
- Company listing in Exhibitor Directory with prominent logo placement and company blurb
- Included in Exhibitor Raffle (prize provided by Jefferson)
- Two 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 verbally & on PowerPoint slideshow during opening remarks or before conference breaks
- Company will be acknowledged in reminder emails to attendees

CONTACT US FOR MORE OPPORTUNITIES!

If you would like to host a product theater, display a scientific poster or have other ideas for virtual exhibits, please email bao.tram@jefferson.edu.

Additional fees may apply.

EXHIBITOR CREDIT CARD PAYMENT FORM

10th Annual Jefferson Neurocritical Care Symposium Friday-Saturday, February 26-27, 2021 | Virtual Meeting

Payment is due on or before February 26, 2021

EXHIBIT FEE:

☐ Gold Level - \$5,000 ☐ Silver Level - \$3,500 ☐ Bronze Level - \$2,000

Company Name: _____

Company Representative (to contact with questions): _____

Phone Number: _____

Email Address: _____

I hereby authorized use of my: <input type="checkbox"/> American Express <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	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 completed form to bao.tram@jefferson.edu	

ONLINE EXHIBITOR REGISTRATION MUST ALSO BE COMPLETED

Complete online at:

<http://jeffline.jefferson.edu/jeffcme/neurosurgery/exhibitors-nccs.cfm>