



Office of Continuing
Professional Development

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32nd Annual Pan Philadelphia Neurosurgery Conference Friday, December 4, 2020

Don't miss this virtual exhibit opportunity!

Dear Representative,

On behalf of the program course directors, Drs. Robert Rosenwasser, Michael Weaver, and Daniel Yoshor, we cordially invite your company to virtually exhibit at the **32nd Annual Pan Philadelphia Neurosurgery Conference on Friday, December 4, 2020.**

Co-directed by three area Neurosurgical Training Programs: Sidney Kimmel Medical College at Thomas Jefferson University, Lewis Katz School of Medicine at Temple University and the Perelman School of Medicine at University of Pennsylvania, this year's symposium will be devoted to the following theme: **"Neurosurgery Frontiers: Adapting and Advancing Into the Future"**. Four keynote addresses by **Zoher Ghogawala, MD, Steven N. Kalkanis, MD, Michael T. Lawton, MD, and Andre Machado, MD, PhD** will carry forward the theme by discussing past challenges and current controversies of spine, tumor, vascular and functional neurosurgery.

As an exhibitor at this event, you will have the opportunity to reach 100-150 healthcare providers through a virtual environment. 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 breaks during the conference for a total of 30 days. Virtual exhibit booths include company descriptions, multimedia advertisements (varies by exhibit level) and Zoom meetings for interacting with attendees during conference breaks. Conference organizers will host a raffle opportunity to encourage attendee engagement.

Please review the exhibit levels and benefits 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 Neurosurgery program and important networking event!

Sincerely,

Ariel Levine
CME Planner
Office of Continuing Professional Development
Jefferson (Philadelphia University + Thomas Jefferson University)
T 215-955-2477
F 215-923-3212
Ariel.Levine@jefferson.edu
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. Questions about Jefferson's status may be directed to jeffersoncpd@jefferson.edu.*

VIRTUAL EXHIBIT LEVELS & BENEFITS

<p style="text-align: center;">STANDARD - \$1,000</p> <p style="text-align: center;"><i>Listing & Acknowledgements</i></p>	<p><i>Virtual Exhibit Hall Booth includes:</i></p> <ul style="list-style-type: none"> 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 <p><i>Additional Benefits:</i></p> <ul style="list-style-type: none"> Attendee list 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
<p style="text-align: center;">PREMIER - \$2,000</p> <p style="text-align: center;"><i>Basic benefits PLUS live attendee interaction & banner advertisements</i></p>	<p><i>Virtual Exhibit Booth includes:</i></p> <ul style="list-style-type: none"> 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 <u>Dedicated Virtual Exhibit Booth (Microsite Page): The benefits below must be submitted by November 4, 2020.</u> <ul style="list-style-type: none"> “Meet & Greet” with conference attendees (Zoom meeting 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 <ul style="list-style-type: none"> - 250 x 250 pixels - File type: JPG; Max File Size: 100KB External link to company website <ul style="list-style-type: none"> - 2 Product/Company Description Paragraphs - Up to 60 words total One banner advertisement linked to product website <ul style="list-style-type: none"> - 970 x 250 pixels - File Type: JPG, GIF; Max File Size: 1MB Appointment sign up form See sample Silver microsite page: http://jeffersondiabetes.com/silver- sponsorship/ <p><i>Additional benefits:</i></p> <ul style="list-style-type: none"> Attendee list Included in Exhibitor Raffle (prize provided by Jefferson) Half-page color advertisement & company listing in Digital Exhibitor Directory - (<i>Specs: PDF format, letter size (8.5 by 5.5), no bleed, preferably with a border</i>). Ad must be provided by November 4, 2020 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

SEND US YOUR THOUGHTS & IDEAS!

If you have suggestions for virtual exhibit features or other advertising opportunities, please email Ariel.Levine@jefferson.edu.
Additional fees may apply.

Company Registration

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

Virtual Exhibit Set-Up

Final company material for virtual exhibit booths including web/video advertisements and Zoom meeting links are due by **Wednesday, November 4, 2020**.

- Web and video advertisements must comply with the specs outlined in this packet
- Companies should use their own Zoom accounts 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 & Exhibitor Raffles

Before/After the Live Conference

The virtual exhibit hall will be available to registered attendees before and after the conference for a total of 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 **11:00AM on Friday, December 4, 2020**. The exhibit hall will be open throughout the conference, however the following times are dedicated exhibit times:

11:00AM - 12:00PM Log On, Virtual Exhibits, and Resident Research Presentations
2:10PM - 2:40AM Break, Virtual Exhibits & Resident Research Presentations

Exhibitor Raffles:

Two exhibitor raffles* will be held to encourage attendee interaction during the conference. Attendees must enter the exhibitors' Zoom meetings in order to be entered into the raffle drawing.

**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 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 should not be sold in the virtual exhibit hall.

	<ul style="list-style-type: none"> • 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.
<i>Sunshine Act</i>	<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>
<i>Payment</i>	<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: Pan Philadelphia 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p>
<i>Cancellation & Refund Policy</i>	<p>Deadline for exhibitor registration is <u>November 4, 2020</u>. 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 November 4th, a refund will be given minus a \$200 administration fee. After November 4th, 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 ariel.levine@jefferson.edu and include name of activity in subject line.</p>
<i>Questions?</i>	Please contact Ariel Levine at ariel.levine@jefferson.edu .

EXHIBITOR CREDIT CARD PAYMENT FORM

32nd Annual Pan Philadelphia Neurosurgery Conference
Friday, December 4, 2020 | Virtual Meeting

Exhibit Fee:
Indicate your level

Standard \$1,000

Premier \$2,000

PAYMENT IS DUE ON OR BEFORE DECEMBER 4, 2020

Company Name: _____

Company Representative: _____
(to contact with questions regarding payment)

Phone Number: _____

Email Address: _____

I hereby authorized use of my:	American Express <input type="checkbox"/>	Visa <input type="checkbox"/>	MasterCard <input type="checkbox"/>	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 Ariel.Levine@jefferson.edu				

ONLINE EXHIBITOR REGISTRATION MUST ALSO BE COMPLETED

TO COMPLETE VISIT <http://jeffline.jefferson.edu/jeffcme/neurosurgery/exhibitors-pan.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.	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
<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	Exempt payee code (if any) <u> 1 </u>
<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.	Exemption from FATCA reporting code (if any) <u> A </u>
<input checked="" type="checkbox"/> 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. 1020 WALNUT STREET	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 <i>How to get a TIN</i> , later.																																																			
Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="10" style="text-align: center;">Social security number</td> </tr> <tr> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> <td style="width: 20px; height: 20px;"> </td> </tr> <tr> <td colspan="10" style="text-align: center;">or</td> </tr> <tr> <td colspan="10" style="text-align: center;">Employer identification number</td> </tr> <tr> <td style="width: 20px; height: 20px;">2</td> <td style="width: 20px; height: 20px;">3</td> <td style="width: 20px; height: 20px;">-</td> <td style="width: 20px; height: 20px;">1</td> <td style="width: 20px; height: 20px;">3</td> <td style="width: 20px; height: 20px;">5</td> <td style="width: 20px; height: 20px;">2</td> <td style="width: 20px; height: 20px;">6</td> <td style="width: 20px; height: 20px;">5</td> <td style="width: 20px; height: 20px;">1</td> </tr> </table>	Social security number																				or										Employer identification number										2	3	-	1	3	5	2	6	5	1
Social security number																																																			
or																																																			
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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 ▶ _____
Mark Lelache, Asst. Controller	

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.