

7th Annual Sleep Medicine Symposium: What's New Under the Moon?
Friday, March 19, 2021 - Virtual Meeting

Don't Miss This Virtual Exhibit Opportunity!

Dear Representative,

On behalf of Karl Doghramji, MD and the Jefferson Sleep Disorders Center, I would like to formally invite your company to exhibit at the *7th Annual Sleep Medicine Symposium* on Friday, March 19, 2021.

Developed by experts from core specialties in sleep medicine, this symposium explores cutting-edge developments in treating sleep disorders. Highlighting this year's program will be keynote updates on *Headache and Sleep, Hypersomnolence Disorders, Sleep and Circadian Problems During the COVID-19 Pandemic, Cannabinoids and Sleep and What's New in the World of Sleeping Pills*. It will also feature breakout sessions on *Sleep, Diet and Exercise: Myths and Facts, Wearables and Sleep: Technical Innovations in the Diagnosis and Treatment of Sleep Disorders, Upper Airway Stimulation Therapy for Sleep Apnea and Central Sleep Apnea and Heart Failure: Advances in Management*.

As an exhibitor at this event, you will have the opportunity to reach 150-200 healthcare providers through a virtual environment. The symposium attracts primary care physicians and practicing specialists in a variety of fields such as sleep medicine, pulmonary/critical care medicine, neurology, psychiatry, cardiology, otolaryngology, oral & maxillofacial surgery, occupational health and dentistry. The symposium also attracts healthcare providers such as psychologists, physician extenders, respiratory therapists, sleep technologists, and nurses/nurse specialists.

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. Virtual exhibit booths include company descriptions, multimedia advertisements (varies by exhibit level) and live chat for interacting with attendees during conference breaks. Companies can also host product theaters before and after the conference. Conference organizers will host raffles to encourage attendee engagement.

Please review the exhibit levels and virtual exhibit hall 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 exhibit at 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.*

VIRTUAL EXHIBIT LEVELS & BENEFITS

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| <p>SILVER - \$2,000</p> <p><i>Basic benefits PLUS live attendee interaction & banner advertisement</i></p> <p>ASSETS/MATERIALS DUE: FEBRUARY 17</p> | <p>Virtual Exhibit Booth includes:</p> <ul style="list-style-type: none"> • Booth placement with click-through modal on Virtual Exhibit Hall floor map • Dedicated Virtual Exhibit Booth (microsite page) with: <ul style="list-style-type: none"> ○ “Meet & Greet” with conference attendees (Zoom meeting to be provided by company) ○ 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 ○ One banner advertisement linked to product website (970 x 250 pixels; JPG, GIF; Max File Size: 1MB) ○ Appointment sign up box <p>Additional benefits:</p> <ul style="list-style-type: none"> • Attendee list • Included in Exhibitor Raffle (prize provided by Jefferson) • Company listing in Exhibitor Directory • Half-page color advertisement & company listing in Exhibitor Directory • 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 emails to attendees |
| <p>GOLD - \$3,000</p> <p><i>Basic benefits PLUS live attendee interaction & multimedia advertisements</i></p> <p>ASSETS/MATERIALS DUE: FEBRUARY 17</p> | <p>Virtual Exhibit Booth includes:</p> <ul style="list-style-type: none"> • Booth placement on Virtual Exhibit Hall floor map • Dedicated Virtual Exhibit Booth (microsite page) with: <ul style="list-style-type: none"> ○ “Meet & Greet” with conference attendees (Zoom meeting 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) ○ External link to company website ○ 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) ○ Appointment sign up form <p>Additional benefits:</p> <ul style="list-style-type: none"> • 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 (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 emails to attendees |

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| <p>PLATINUM LEVEL - \$5,000</p> <p><i>Basic benefits PLUS live attendee interaction, multimedia advertisements, and networking opportunity with Jefferson faculty</i></p> <p>ASSETS/MATERIALS DUE: FEBRUARY 17</p> | <p>Virtual Exhibit Booth includes:</p> <ul style="list-style-type: none"> • Prominent booth placement on Virtual Exhibit Hall floor map • Dedicated Branded & Customized Virtual Exhibit Booth (Microsite Page) with: <ul style="list-style-type: none"> ○ “Meet & Greet” with conference attendees (meeting link to be provided by company) ○ Splash video OR animated image/gif header on Virtual Booth page <ul style="list-style-type: none"> - Format (Video): .mp4, WEBM - Max duration: 15 seconds (video will loop) - Max file size: 5MB - Royalty free video can be provided for an 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 ○ Up to four banner advertisements linked to product websites ○ 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) ○ Appointment sign up box <p>Additional Benefits:</p> <ul style="list-style-type: none"> • 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 • 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 |
| <p>PRODUCT THEATER \$5,000</p> <p>*LIMITED TO THREE COMPANIES*</p> <p>ASSETS/MATERIALS DUE: FEBRUARY 17</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 will be advertised to registered conference attendees before the symposium • A booth will set up in the exhibit hall, which links to a dedicated product theater page • This opportunity is limited to three companies during the following time slots on a first come, first serve basis: <p><u>Friday, March 19, 2021</u></p> <ul style="list-style-type: none"> • 8:00AM - 9:00AM EST • 9:00AM - 10:00AM EST • 3:45PM - 4:45PM EST <p>Sponsor must provide meeting 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 style="text-align: center;">SEND US YOUR THOUGHTS & IDEAS!</p> <p style="text-align: center;">If you have suggestions for virtual exhibit features or other advertising opportunities, please email bao.tram@jefferson.edu. Additional fees may apply.</p> | |

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| Company Registration | http://jeffline.jefferson.edu/jeffcme/psychiatry/ |
| Virtual Exhibit Set-Up | <p>Final company material for virtual exhibit booths including web/video advertisements and meeting links are due by February 17, 2021.</p> <ul style="list-style-type: none"> • Web and video advertisements must comply with the specs outlined in this packet • Companies should use their own teleconferencing accounts (Zoom, MS Team, WebEx, etc.) to host their virtual 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 |
| Exhibit Times & Raffles | <p><u>Before/After the Live Conference</u> 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, 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 at 10:00AM on Friday, March 19. The exhibit hall will be open throughout the conference, however the following times are dedicated exhibit times:</p> <p style="padding-left: 40px;"><u>Friday, March 19</u> 10:00AM - 10:30AM ET Conference Log In & Virtual Exhibits 12:05PM - 12:50PM ET Lunch & Virtual Exhibits 2:30PM - 3:00PM ET Break & Virtual Exhibits</p> <p><u>Exhibitor Raffles:</u> Conference organizers will organize raffles and prizes to encourage attendees to visit and interact with exhibitors.</p> |
| Exhibit 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. <ul style="list-style-type: none"> ○ 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. • 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 | <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><i>Payment</i></p> | <p>Payment in full is required with registration.</p> <p>CREDIT CARD (<i>preferred payment type</i>) American Express, Visa and MasterCard are accepted. Please fill out attached credit card form.</p> <p>CHECK Please make check payable to: Thomas Jefferson University, Office of CPD</p> <p>Mail to: Office of CPD Jefferson Alumni Hall 1020 Locust Street, Suite M-5 Philadelphia, PA 19107</p> |
| <p><i>Cancellation & Refund Policy</i></p> | <p>Deadline for exhibitor registration is February 17, 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 February 17, a refund will be given minus a \$350 administration fee. After February 17, 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 bao.tram@jefferson.edu and include name of activity in subject line.</p> |
| <p><i>Questions?</i></p> | <p>Please contact Bao Tram at bao.tram@jefferson.edu.</p> |

EXHIBITOR CREDIT CARD PAYMENT FORM

7th Annual Sleep Medicine Symposium

Friday, March 19, 2021 | Virtual Meeting

Payment is due on or before March 19, 2021

EXHIBIT FEE:

- Platinum Level - \$5,000
 Gold Level - \$3,000
 Silver Level - \$2,000
 Product Theater - \$5,000

Company Name: _____

Company Representative (to contact with questions): _____

Phone Number: _____

Email Address: _____

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| 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/psychiatry/>