

Saturday, February 22, 2020

HEMATOLOGY update 2020

Exhibitor & Commercial Sponsorship Prospectus

GW Cancer Center

Dear Industry Partner,

On behalf of The George Washington University (GW) Cancer Center and the Katzen Cancer Research Center, please accept this invitation to support the 2020 Hematology Update Symposium, Saturday, February 22, 2020 at the Marriott Fairview Park in Falls Church, VA.

This meeting offers practicing clinicians the most recent abstracts and guidelines presented at the recent major Hematology meetings. Our faculty experts will deliver the most relevant, cutting-edge science in hematology today and offer practical tools to help them incorporate these advances into their clinical practice. The meeting content is designed for clinicians involved in multidisciplinary hematology and oncology care including hematologists, medical oncologists, hematology/oncology fellows in training, pharmacists, nurse practitioners, physician assistants, and specialists that care for patients with blood disorders.

As an exhibitor, you will have access to a personal and interactive setting to showcase the latest advances in hematology research and practice. This symposium will bring together over 150 members of the hematology community, from a broad range of specialties, who work together to strengthen collaborative treatment approaches and to enhance patient care.

You can support the meeting as an exhibitor or sponsor. Please see the prospectus for more information. Exhibit and sponsorship sales are underway and opportunities are limited, so make your selection today!

On behalf of GWCC, thank you for your consideration of this request. If you have any questions or require additional information, please contact Leo Schargorodski, Executive Director, Katzen Research Center by email at lschargorodski@mfa.gwu.edu or phone at 202-741-2250.

We look forward to your support of the course.

Sincerely,

Robert S. Siegel, MD

Course Director

Professor of Medicine

The George Washington University

Associate Center Director, Education and Training

GW Cancer Center

Overview

GW's Hematology Update provides clinicians with an extensive update of the latest diagnostic and therapeutic advances in the field of hematology and hematologic malignancies with an emphasis on the translation of research to clinical practice.

Date

February 22, 2020

Location

Marriott Fairview Park
3111 Fairview Park Drive
Falls Church, VA 22042

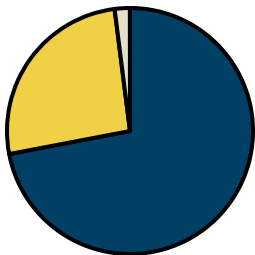
Attendance

150 Healthcare Professionals

- Hematologists
- Medical Oncologists
- Hematology/oncology fellows
- Pharmacists
- Nurse Practitioners
- Physician Assistants
- Specialists that care for patients with blood disorders

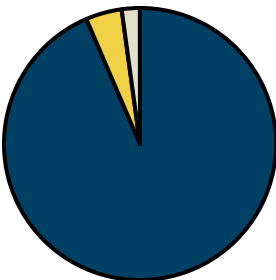
Attendee Demographics

Provider Types



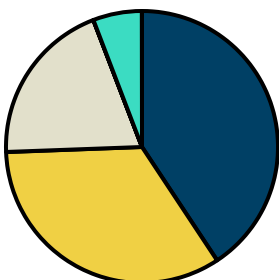
- Physicians - 72%
- Allied Health - 26%
- Other - 2%

Specialties



- Hem/Onc - 87%
- Internal Med - 4%
- Other - 9%

Home State



- MD - 35%
- VA - 29%
- Other - 17%
- DC - 14%
- PA - 5%

Exhibiting at Hematology Update

Hematology Update is a great opportunity for your company to display your products and services and to interact with our audience of 200 physicians and allied healthcare professionals.

Why Exhibit?

- Reach decision makers in the hematology/oncology market.
- Educate physicians and other healthcare professionals about your company's products and services.
- Demonstrate your company's commitment to improving the care of patients with blood disorders.
- Increase your company's visibility.
- Benefit from unopposed exhibit hours, giving you maximum visibility.

Guaranteed Booth Traffic

- Our unopposed exhibit hall hours offer you maximum visibility and exposure to your target market. All meal functions (breakfast, lunch, and breaks) are hosted in the exhibit hall space to give you additional face-to-face time with attendees.
- Our exhibit passport raffle drives attendees to your booth in the exhibit hall. All exhibiting companies will have their company name displayed on an exhibit passport card that is given to attendees. When attendees get their passport stamped by participating exhibitors, they are eligible for special prize drawings.

Exhibiting (Cont'd)

Included with your Exhibit

- (1) 6' x 30" table with (2) chairs
- Complimentary access for two (2) company personnel
- Please note: Exhibitors will be provided name badges/passes, which must be worn at all times. Additional badges are available for \$200 per person.
- Automatic inclusion in the Exhibit Passport Raffle (prizes selected and distributed by Course Director)
- Acknowledgment in all print and online materials (subject to print deadlines)
- Admittance to the educational sessions for (2) company personnel
- Complimentary electricity, Wi-Fi, and meals for booth staff
- Attendee List (name, affiliation, city and state)

Please note: Exhibitor fees do not include hotel accommodations or travel

Exhibit Configuration

All exhibits should be free-standing and self-supported. Linear configurations may not be designed to obstruct the view of nearby tables or to block exits or doorways. Hanging signs are not permitted.

Exhibit Area

The number of exhibitors will determine the exact location arrangement of the exhibit area; however, all exhibitors will be located in the same area.

Security and Storage

- The Fairview Park Marriott hotel is open to all hotel guests.
- We cannot be responsible for items left unattended and strongly recommend that you take all electronics and valuables with you when you leave.
- Please do not leave valuables unattended.

Exhibiting (Cont'd)

Sales and Order Taking

- To help companies maximize their exhibit opportunities, sales and order taking are allowed on the exhibit floor unless prohibited by law.
- Transactions must be consistent with the professional nature of the course.
- It is the sole responsibility of the exhibiting company to acquire any licenses or permits as may be required.
- GW reserves the right to restrict sales activities that it deems inappropriate, unprofessional, or which do not abide by the requirements of the course's accrediting body.

Previous Exhibitors

Abbvie

Agios Pharmaceuticals

Alexion Pharmaceuticals

Amgen

Array Biopharma

Astellas Pharmaceuticals

AstraZeneca

Bayer Oncology

Bristol-Myers Squibb Oncology

Celgene

Genentech

Gilead Sciences

Heron Pharmaceuticals

Incyte Corporation

Janssen Hematology

Jazz

Merck

NeoGenomics

Novartis

Novo Nordisk

Octopharma

Partner Therapeutics

Pfizer Oncology

Pfizer, Eliquis

Rigel Pharmaceuticals

Sandoz Biopharmaceuticals

Sanofi Genzyme

Seattle Genetics

Spectrum Pharmaceuticals

Takeda Oncology

TESARO

Verastem Oncology

Exhibit Rates & Schedule

Exhibiting Rates

Standard Booth	\$2,500
Additional Badge	\$200, per badge
Book Vendor	\$1,500 or Donation of books in lieu of registration

Exhibit Schedule

6:00 – 7:00am	Exhibit Setup and Registration
7:00 – 8:00am	Breakfast in Exhibit Hall
10:00 – 10:30am	Break in Exhibit Hall
12:00 – 1:00pm	Lunch
3:00pm	Exhibit Passport Raffle Winners Announced
4:00pm	Exhibit Dismantle

General Meeting Sponsorship Opportunities

Sponsoring Hematology Update puts your company in front of the key leaders in the medical and scientific communities to promote new products and services, build relationships, reinforce your brand, and demonstrate your commitment to improving the lives and quality of care for patients with hematologic disorders.

Supporter levels are platinum, gold, silver, and bronze. See the full range of benefits for supporters at each level below.

Platinum - \$10,000	Gold - \$8,000	Silver - \$6,000	Bronze - \$5,000
<p>Benefits</p> <ul style="list-style-type: none"> • Recognition at Opening Session, including PPT presentation with company name and level of sponsorship • Acknowledgment in all print and online materials (subject to print deadlines) • (4) Complimentary exhibit badges • Complimentary exhibit space • Premium exhibit space placement • Promotional materials placed in attendee tote bag • Automatic inclusion in the Exhibit Passport Raffle 	<p>Benefits</p> <ul style="list-style-type: none"> • Recognition at Opening Session, including PPT presentation with company name and level of sponsorship • Acknowledgment in all print and online materials (subject to print deadlines) • (4) Complimentary exhibit badges • Complimentary exhibit space • Premium exhibit space placement • Automatic inclusion in the Exhibit Passport Raffle 	<p>Benefits</p> <ul style="list-style-type: none"> • Recognition at Opening Session, including PPT presentation with company name and level of sponsorship • Acknowledgment in all print and online materials (subject to print deadlines) • (2) Complimentary exhibit badges • Complimentary exhibit space • Automatic inclusion in the Exhibit Passport Raffle 	<p>Benefits</p> <ul style="list-style-type: none"> • Recognition at Opening Session, including PPT presentation with company name and level of sponsorship • Acknowledgment in all print and online materials (subject to print deadlines) • (2) Complimentary exhibit badges • Complimentary exhibit space • Automatic inclusion in the Exhibit Passport Raffle

Product Forums

Hematology Update provides custom opportunities for leading companies to access front line Hematologists by developing innovative, scalable opportunities based on your target audience, marketing needs and objectives to deliver unopposed breaks and lunch exhibit hall hours with traffic-driving opportunities.

Hematology Update is pleased to offer exhibiting companies the opportunity to host a Product Forum on Saturday, February 22nd from 12:15-1:15PM, with a forty-five (45) minute presentation.

Sponsorship Fee: \$10,000

Sponsorship Description

Premium Exhibit Booth Placement

As a sponsor of Hematology Update your company will have premium booth placement. Exhibit booth will be placed near the exhibit hall entrance or near food and beverage options.

Product Forum Promotion

Sponsorship of a Product Forum at Hematology Update will include three (3) email blasts highlighting your company's session. These emails will be sent to all Hematology Update attendees. Your company will be provided with the Hematology Update attendee list at least two (2) weeks prior to the conference to aid in outreach and promotion.

Attendee News Email Blast

Sponsorship of the Product Forum will provide inclusion in the Attendee News email blast and will highlight your Product Forum.

Product Forum Brand Visibility

Your Product Forum will be highlighted on the Hematology Update website in the agenda, listed in the agenda in onsite materials, onsite on signage which will include logo attribution, social media posts, podium announcements and via email blasts to Hematology Update attendees.

Product Forums (Cont'd)

Product Forum Project Management

Hematology Update will provide registration support and will provide one (1), skirted table outside of the Product Forum room and will check in each attendee. Your company must provide Hematology Update demographic information that must be collected no later than February 7th, 2020.

Company will be responsible for:

- Room rental and room set logistics
- Food and beverage for the session
- Audio-Visual needs for the session
- Content, content development and presentation
- Faculty and faculty honoraria

CME Guidelines

As an ACCME-accredited provider, GW Office of Continuing Education in the Health Professions (CEHP) must ensure all guidelines are followed with regard to educational content that is fair, balanced and free of commercial bias. As part of the ACCME Guidelines for Commercial Support, there must be clear separation between continuing medical education and any commercial promotional activities.

To ensure compliance with the ACCME Standards for Commercial Support, we require all companies applying for exhibit space to agree and adhere to all conditions and regulations outlined below and in the Prospectus.

- Arrangements for commercial support, exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Commercial interest representatives may attend CME activities at the discretion of the CEHP for the direct purpose of the representatives' own education. However, exhibitor personnel cannot participate in the session in any way. Exhibitors may not influence the content for educational sessions, participate in question and answer discussions, or engage in sales or marketing activities while in the space or place of the educational activity.
- Product forums will not offer CME.
- Exhibitors may not promote or offer continuing education credits for any demonstration or lecture given in the exhibitors' booths.
- All giveaways must be provided in a manner consistent with all laws and guidance, including the PhRMA Code on Interactions with Healthcare Professionals ("PhRMA Code"). Giveaways must be designed primarily for the education of patients or healthcare professionals, and should not be of substantial monetary value.

CME Guidelines (Cont'd)

By applying for exhibit space, the exhibitor agrees that interactions between company representatives and healthcare providers should be focused on:

- Informing healthcare professionals about the benefits and risks of products to help advance appropriate patient use;
- Providing scientific and educational information;
- Supporting medical research and education; and
- Obtaining feedback and advice about products through consultation with medical experts.

Funding and Contact Information

Deadline

To request exhibit space or sponsorship, please submit the appropriate application by Friday, February 7, 2020

Questions regarding Exhibits and Sponsorships

Leo Schargorodski
Executive Director, Katzen Research Center
Email: lschargorodski@mfa.gwu.edu
Phone: 202-741-2250

Sponsorship and Exhibit Payments

All sponsorship and exhibit payments should be made payable to:

The George Washington University
(Tax ID #53-0196584)
2600 Virginia Avenue, NW
Suite 300
Attn: CEHP, Room 337
Washington, DC 20037