



2024

**HEMATOLOGY
& ONCOLOGY**
BEST PRACTICES

Exhibitor | Sponsor Partnership Prospectus

2024 Hematology and Oncology Best Practices Conference

The Ritz-Carlton, Pentagon City
Arlington, VA

August 9-15, 2024

Link: [Exhibitor Sponsor Partnership Application](#)



Cancer Center

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC



Dear Prospective Sponsor Exhibitor,

It is with great pleasure that The George Washington University School of Medicine & Sciences (GW) and the GW Cancer Center invite you to join us for the **2024 Hematology and Oncology Best Practices Conference** to be held on **August 9-15, 2024** at The Ritz-Carlton, Pentagon City in Arlington, Virginia.

HEMONC Best Practices is an important element in the continuum of physician performance improvement over time. In its 42nd year, the course is the well-respected and longest running, covering Hematology and Oncology. With more than 200 practicing clinicians attending each year, it is also the largest combined hematology and medical oncology course in the United States.

This conference will provide a comprehensive review that will be useful for practicing physicians as well as participants who are preparing for certification or recertification exams. In addition, we will expand the attendee's knowledge on our latest scientific updates in Hematology and Oncology best practices. The live program format will be highly interactive, including live audience polling sessions and Q&A sessions with our distinguished faculty and networking opportunities with our sponsor exhibitors throughout the conference days. Attendees will receive CME accreditation after the course completion.

I am Robert S. Siegel, MD, Associate GW Cancer Center Director of Education and Training will be your Course Director for this program. I will be joined by a faculty of leading experts in hematology and oncology. Our expert faculty is comprised of officers of the major professional societies, authors and editors of standard textbooks, and contributors to the development of clinical practice guidelines.

Topics to be covered include: Anemias | Breast Cancer | Clotting and Bleeding Disorders | Gastroenterological Cancer | Genitourinary Cancer | Leukemia | Lymphoma | Multiple Myeloma | Lung Cancer | Melanoma | Mesothelioma | Myelodysplasia | Myeloproliferative Disease | Pharmacology | Platelet Disorders | Sarcomas | Palliative Care | and Cancer in the Elderly

Exhibit sales are underway, and space is limited. Please refer to pages 15 & 19 for the exhibit fees. Breakfast, Refreshments and Lunch will be available in the exhibit area, providing ample opportunity for interaction with attendees. To request exhibit space or sponsorship commitment, please complete the online Exhibitor | Sponsor Partnership Application at this link - [Sponsor Exhibitor Application Link](#)

Please submit your payment to GW by **Friday, July 19, 2024**. All exhibits are subject to review by The George Washington University School of Medicine and Health Sciences' Office of Continuing Education in the Health Professions. **No fees paid by exhibitors or sponsors are passed, in whole or in part to any third party and the exhibit fees are not utilized for CME or food for the conference.**

On behalf of GW, we look forward to your support and participation. If you have any questions or require additional information, please contact Leo Schargorodski at LSchargorodski@mfa.gwu.edu or the FINA Logistics Conference Services Team at HEMONCBP_Sponsorship@finaww.com.

Sincerely,

Robert S. Siegel, MD

Robert S. Siegel, MD
Course Director
Professor of Medicine, Associate GW Cancer Center
Director of Education and Training,
The George Washington University, GW Cancer Center





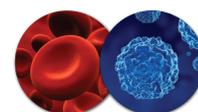
Hematology Enduring Courses

Course Syllabus

Course Director: Robert S. Siegel, MD

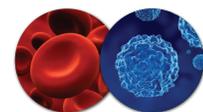
Thursday, August 8, 2024- Day 0: Hematology Enduring Courses Online/On-Demand Training		
SESSION	TOPIC	PRESENTER
Hematology	Biology of Hematopoiesis	Jerry L. Spivak, MD, MACP Emeritus Professor of Medicine Johns Hopkins University School of Medicine
Hematology	Anemia of Chronic Illness	Vera Malkovska, MD Director of Hematology MedStar Washington Hospital Center The George Washington University
Hematology	Megaloblastic and Sideroblastic Anemias	Vera Malkovska, MD Director of Hematology MedStar Washington Hospital Center The George Washington University
Hematology	Porphyrias	Victor R. Gordeuk, MD Professor of Medicine University of Illinois at Chicago
Hematology	Red Cell Enzymes, Membranes, and Metabolism	Imad A. Tabbara, MD Chief, Division of Hematology/Oncology of DeCesaris Cancer Institute Anne Arundel Medical Center Clinical Professor of Medicine George Washington University
Hematology	Mechanisms for Clotting	Nigel S. Key, MB, ChB, FRCP Harold R Roberts Distinguished Professor University of North Carolina at Chapel Hill
Hematology	Oral Anticoagulants and Antithrombotic Therapy	Alice Ma, MD, FACP Professor of Medicine University of North Carolina
Hematology	Parenteral Antithrombotics and Thrombolytic Therapy	Alice Ma, MD, FACP Professor of Medicine University of North Carolina
Hematology	Review of Cellular Morphology	Donald Karcher, MD Professor of Pathology The George Washington University

Friday, August 9, 2024- Day 1: Hematology Session Room: Salon I-II		
TIME	TOPIC	PRESENTER
07:00 AM – 08:00 AM	Breakfast Visit Exhibit Hall- Salon III	Exhibitors Attendees
08:00 AM – 08:05 AM	Welcome Housekeeping Notes	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
08:05 AM – 08:45 AM	Iron Deficiency and Overload	Speaker - TBC
08:45 AM – 09:30 AM	Hemolytic Anemia	Imad A. Tabbara, MD Chief, Division of Hematology/Oncology of DeCesaris Cancer Institute Anne Arundel Medical Center Clinical Professor of Medicine George Washington University
09:30 AM – 10:15 AM	Hemoglobinopathies	Speaker - TBC
10:15 AM – 10:35 AM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
10:35 AM – 11:20 AM	The Hemophilias	Nigel S. Key, MB, ChB, FRCP Harold R Roberts Distinguished Professor University of North Carolina at Chapel Hill
11:20 AM – 12:05 PM	Von Willebrand's Disease	Alice Ma, MD, FACP Professor of Medicine University of North Carolina
12:05 PM – 12:35 PM	Lunch Visit Exhibit Hall- Salon III	Exhibitors Attendees
12:35 PM – 02:00 PM	Lunch Review Session 1: Hemoglobinopathies, Hemolytic Anemia, Transfusion Medicine, Platelet Defects and Bleeding Disorders	Moderator: Dr. R. Siegel Dr. K. Bauer Dr. A. Ma Dr. A.K. Rao Dr. I. Tabbara
02:00 PM – 02:45 PM	Hypercoagulable States	Kenneth A. Bauer, MD Professor of Medicine Harvard Medical School
02:45 PM – 03:40 PM	Qualitative Platelet Defects	A. Koneti Rao, MBBS Sol Sherry Professor of Medicine Co-Director, Sol Sherry Thrombosis Research Center, Lewis Katz School of Medicine
03:40 PM – 04:00 PM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
04:00 PM – 04:45 PM	Acquired Disorders of Coagulation	Alice Ma, MD, FACP Professor of Medicine University of North Carolina
04:45 PM – 05:30 PM	Transfusion Medicine	Herleen Rai, MD Associate Director of the Clinical Pathology Residency Program Assistant Professor of Pathology The Johns Hopkins University School of Medicine
05:30 PM – 06:15 PM	Platelet Alloimmunization	Herleen Rai, MD Associate Director of the Clinical Pathology Residency Program Assistant Professor of Pathology The Johns Hopkins University School of Medicine
06:15 PM – 06:20 PM	Closing Reminders	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
06:20 PM – 09:20 PM	Dinner Product Forum (tbc)	Exhibitors Attendees



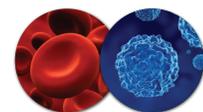
Saturday, August 10, 2024 - Day 2: Hematology Session | Room: Salon I-II

TIME	TOPIC	PRESENTER
07:00 AM – 08:00 AM	Breakfast Visit Exhibit Hall- Salon III	Exhibitors Attendees
08:00 AM – 08:05 AM	Welcome Housekeeping Notes	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
08:05 AM – 08:50 AM	Sickling Disorders	Santosh Saraf, MD Associate Professor of Medicine University of Illinois at Chicago
08:50 AM – 09:35 AM	ITP and Drug-Induced Thrombocytopenia	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
09:35 AM – 10:00 AM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
10:00 AM – 10:45 AM	Consumptive Thrombohemorrhagic Disorders (DIC, TTP, HUS)	Michele P. Lambert, MD, MSTR Associate Professor of Pediatrics Perelman School of Medicine at UPENN and The Children's Hospital of Philadelphia
10:45 AM – 11:35 AM	Bone Marrow Failure	Amy DeZern, MD, MHS Professor of Oncology and Medicine Hematologic Malignancies Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins
11:35 AM – 12:00 PM	Lunch Visit Exhibit Hall- Salon III	Exhibitors Attendees
12:00 PM – 02:00 PM	Lunch Review Session 2: White Cell Disorders, Bone Marrow Failure and Sickle Cell Disease, TTP, HUS, DIC, HIT, ABO Incompatibility, Hematopoietic Transplantation and Hematologic Complications of Pregnancy	Moderator: Dr. R. Siegel Dr. A. DeZern Dr. M. Lambert Dr. T. Warkentin Dr. S. Kalsi Dr. S. Saraf
02:00 PM – 03:00 PM	DIC, HIT, (VITT), and Limb Gangrene	Theodore (Ted) Warkentin, MD Professor, Department of Pathology and Molecular Medicine, McMaster University Regional Director, Transfusion Medicine Hamilton Regional Laboratory Medicine Program, Hamilton Health Sciences
03:00 PM – 03:45 PM	White Cell Disorders	Amy DeZern, MD, MHS Professor of Oncology and Medicine Hematologic Malignancies Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins
03:45 PM – 04:05 PM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
04:05 PM – 04:50 PM	ABO Incompatibility and Other Transfusion-Related Issues in Hematopoietic Transplantation	Shelley Kalsi, MD Assistant Research Clinician Bethesda, MD Affiliation
04:50 PM – 05:35 PM	Hematologic Complications of Pregnancy	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
05:35 PM – 05:40 PM	Closing Reminders	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
05:45 PM – 08:45 PM	Dinner Product Forum (tbc)	Exhibitors Attendees



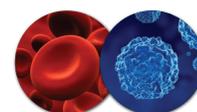
Sunday, August 11, 2024- Day 3: Hematologic Malignancies Session | Room: Salon I-II

TIME	TOPIC	PRESENTER
06:30 AM – 07:30 AM	Breakfast Visit Exhibit Hall- Salon III	Exhibitors Attendees
07:30 AM – 07:35 AM	Welcome Housekeeping Notes	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
07:35 AM– 08:35 AM	Pathology of Lymphomas	L. Jeffrey Medeiros, MD Chair, Department of Hematopathology MD Anderson Cancer Center, University of Texas
08:35 AM – 09:35 AM	Non-Hodgkin’s Lymphoma	John Leonard, MD Professor of Hematology and Medical Oncology, Senior Associate Dean for Innovation and Initiatives, Chair, Weill Cornell of Medicine
09:35 AM – 09:55 AM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
09:55 AM – 10:50 AM	Multiple Myeloma, Plasmacytoma, and MGUS	S. Vincent Rajkumar, MD Edward W. and Betty Knight Scripps Professor of Medicine, Mayo Clinic
10:50 AM – 11:30 AM	Hodgkin’s Lymphoma	John Leonard, MD Professor of Hematology and Medical Oncology, Senior Associate Dean for Innovation and Initiatives, Chair, Weill Cornell of Medicine
11:30 AM – 12:15 PM	Acute Lymphocytic Leukemia	Hagop Kantarjian, MD Professor and Chair of the Department of Leukemia, Samsung Distinguished University Chair in Cancer Medicine, MD Anderson Cancer Center, University of Texas
12:15 PM – 12:45 PM	Lunch Visit Exhibit Hall- Salon III	Exhibitors Attendees
12:45 PM – 02:30 PM	Lunch Review Session 3: Lymphomas, CLL, ALL, CML, Plasma Cell Disorders, and MGUS	Moderator: Dr. R. Siegel Dr. H. Kantarjian Dr. J. Leonard Dr. S. Rajkumar Dr. M. Sekeres Dr. M. Davids
02:30 PM – 03:15 PM	Chronic Myeloid Leukemia	Hagop Kantarjian, MD Professor and Chair of the Department of Leukemia, Samsung Distinguished University Chair in Cancer Medicine, MD Anderson Cancer Center, University of Texas
03:15 PM – 04:00 PM	Myelodysplasia	Mikkael Sekeres, MD, MS Chief, Division of Hematology and Professor of Medicine, Sylvester Comprehensive Cancer Center, University of Miami
04:00 PM – 04:20 PM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
04:20 PM – 05:10 PM	Waldenstrom’s Macroglobulinemia and Amyloidosis	Morie A. Gertz, MD, MACP Consultant, Mayo Distinguished Clinician, Mayo Clinic
05:10 PM – 05:55 PM	Chronic Lymphocytic Leukemia	Matthew Davids, MD, MMSc Associate Professor of Medicine, Dana-Farber Cancer Institute
05:55 PM – 06:00 PM	Closing Reminders	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
06:00 PM – 09:00 PM	Dinner Product Forum (tbc)	Exhibitors Attendees



Monday, August 12, 2024- Day 4: Hematologic Malignancies Session | Room: Salon I-II

TIME	TOPIC	PRESENTER
07:00 AM – 08:00 AM	Breakfast Visit Exhibit Hall- Salon III	Exhibitors Attendees
08:00 AM – 08:05 AM	Welcome Housekeeping Notes	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
08:05 AM – 09:05 AM	Acute Myeloid Leukemia	Richard M. Stone, MD Chief of Staff, Professor of Medicine Dana Farber Cancer Institute, Harvard Medical School
09:05 AM – 09:50 AM	Bone Marrow Transplantation	Monzr M. Al Malki, MD Associate Professor, Department of Hematology & HCT, City of Hope National Medical Center
09:50 AM – 10:10 AM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
10:10 AM – 11:10 AM	Myeloproliferative Neoplasms	Ayalew Tefferi, MD Barbara Woodward Lips Professor of Medicine Mayo Clinic
11:10 AM – 12:10 PM	Pharmacology I	Edward Chu, MD, MMS Director, Montefiore Einstein Cancer Center
12:10 PM – 12:40 PM	Lunch Visit Exhibit Hall- Salon III	Exhibitors Attendees
12:40 PM – 02:30 PM	Lunch Review Session 4: AML, Bone Marrow Transplantation, Myeloproliferative Neoplasms and Pharmacology	Moderator: Dr. R. Siegel Dr. E. Chu Dr. R. Stone Dr. A. Tefferi Dr. M. Al Malki
02:30 PM – 03:15 PM	T Cell Therapies for Cancer	Catherine Bollard, MBChB, MD, FRACP, FRCPA Professor of Pediatrics/Director, Center for Cancer and Immunology Research, Children's National, The George Washington University
03:15 PM – 04:00 PM	Pharmacology II	Edward Chu, MD, MMS Director, Montefiore Einstein Cancer Center
04:00 PM – 04:20 PM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
04:20 PM – 04:50 PM	Pharmacology III	Edward Chu, MD, MMS Director, Montefiore Einstein Cancer Center
04:50 PM – 05:40 PM	Liquid Biopsies	Benjamin Levy, MD Associate Professor The Johns Hopkins School of Medicine
05:40 PM – 06:20 PM	Palliative Care	Erica R. Schockett, MD, FAAHPM System Division Chief, Palliative Care and Geriatric Medicine, Inova Schar Cancer Institute
06:20 PM – 06:30 PM	Closing Remarks Adjournment	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
06:30 PM – 09:30 PM	Dinner Product Forum (tbc)	Exhibitors Attendees





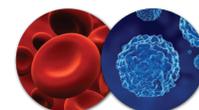
Tentative Agenda is subject to change. All times listed in Eastern Time (ET).

Course Syllabus

Course Director: Robert S. Siegel, MD

** Please visit our Sponsor Exhibitors during breaks, if you have not scheduled an appointment in advance. **

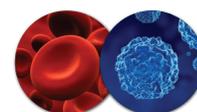
Tuesday, August 13, 2024- Day 5: Oncology Session Room: Salon I-II		
TIME	TOPIC	PRESENTER
06:45 AM – 07:45 AM	Breakfast Visit Exhibit Hall- Salon III	Exhibitors Attendees
07:45 AM – 07:50 AM	Welcome Housekeeping Notes	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
07:50 AM – 08:50 AM	Head and Neck Cancer	Julie E. Bauman, MD, MPH Director, GW Cancer Center Associate Dean of Cancer Professor of Medicine, GW School of Medicine and Health Sciences
08:50 AM – 09:50 AM	Familial Cancer Syndromes	Elizabeth Stark, MS, LCGC Licensed and Certified Genetic Counselor The Saville Cancer Screening and Prevention Center, Inova Schar Cancer Institute
09:50 AM – 10:45 AM	Non-Small Cell Lung Cancer	Bruce E. Johnson, MD Professor of Medicine, Harvard Medical School Senior Advisor to the President, Dana-Farber Cancer Institute
10:45 AM – 11:05 AM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
11:05 AM – 11:45 AM	Small Cell Lung Cancer	Bruce E. Johnson, MD Professor of Medicine, Harvard Medical School Senior Advisor to the President, Dana-Farber Cancer Institute
11:45 AM – 12:25 PM	Adjuvant Therapy for Breast Cancer	William J. Gradishar, MD Betsy Bramsen Professor of Breast Oncology, Chief of Hematology/ Oncology, Northwestern University Feinberg School of Medicine
12:25 PM – 12:50 PM	Lunch Visit Exhibit Hall- Salon III	Exhibitors Attendees
12:50 PM – 02:30 PM	Lunch Review Session 5: Breast Cancer, Lung Cancer and Neuro-Oncology	Moderator: Dr. R. Siegel Dr. M. Gilbert Dr. C. Isaacs Dr. B. Johnson Dr. W. Gradishar
02:30 PM – 03:15 PM	Metastatic Breast Cancer	Claudine Isaacs, MD, FRCPC Professor of Medicine and Oncology, Associate Director, Clinical Research, Leader Clinical Breast Cancer Program, Georgetown University
03:15 PM – 03:35 PM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees



TIME	TOPIC	PRESENTER
03:35 PM – 04:20 PM	Neuro-Oncology	Mark R. Gilbert, MD Physician Bethesda, MD Affiliation
04:20 PM – 04:50 PM	Metastatic Disease to the Brain, Spine, Carcinomatous Meningitis	Mark R. Gilbert, MD Physician Bethesda, MD Affiliation
04:50 PM – 05:40 PM	Endocrine Malignancies	Speaker- TBC
05:40 PM – 05:45 PM	Closing Reminders	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
05:45 PM – 08:45 PM	Dinner Product Forum (tbc)	Exhibitors Attendees

Wednesday, August 14, 2024- Day 6: Oncology Session | Room: Salon I-II

TIME	TOPIC	PRESENTER
07:00 AM – 08:00 AM	Breakfast Visit Exhibit Hall- Salon III	Exhibitors Attendees
08:00 AM – 08:05 AM	Welcome Housekeeping Notes	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
08:05 AM – 08:50 AM	Renal Cell Cancer	Andrea B. Apolo, MD Medical Oncology Bethesda, MD Affiliation
08:50 AM – 09:50 AM	Prostate Cancer	Jeanny B. Aragon-Ching, MD, FACP Clinical Program Director of Genitourinary Cancers, Inova Schar Cancer Institute Associate Professor of Medical Education, University of Virginia
09:50 AM– 10:10 AM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
10:10 AM– 10:55 AM	Bladder Cancer	Andrea B. Apolo, MD Medical Oncology Bethesda, MD Affiliation
10:55 AM – 11:40 AM	Testicular Cancer and Mediastinal Germ Cell Tumors	Darren Feldman, MD Section Head, Germ Cell Cancer, Genitourinary Oncology Service Associate Attending Memorial Sloan Kettering Cancer Center
11:40 AM – 12:40 PM	Ovarian Cancer	Andrea E. Wahner Hendrickson, MD Associate Professor of Medical Oncology, Mayo Clinic
12:40 PM – 01:05 PM	Lunch Visit Exhibit Hall- Salon III	Exhibitors Attendees
01:05 PM – 02:25 PM	Lunch Review Session 6: Renal Cell, Prostate, Bladder, Testicular, Ovarian and Endometrial Tumors	Moderator: Dr. R. Siegel Dr. J. Aragon-Ching Dr. D. Feldman Dr. H. Kindler Dr. A. Apolo Dr. A. Wahner Hendrickson
02:25 PM – 02:55 PM	Endometrial Cancer	Andrea E. Wahner Hendrickson, MD Associate Professor of Medical Oncology, Mayo Clinic
02:55 PM – 03:55 PM	Cancer of the Cervix, Vulva, Vagina and Gestational Trophoblastic Tumors	Nicole P. Chappell, MD Division Director Gynecologic Oncology The George Washington University Cancer Center
03:55 PM – 04:15 PM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
04:15 PM – 05:10 PM	Melanoma	F. Stephen Hodi, MD Director of the Center for Immuno-Oncology and Melanoma Center Dana-Farber Cancer Institute
5:10 PM – 05:55 PM	Carcinoid Tumors, Carcinoid Syndrome and Pancreatic Neuroendocrine Tumors	Diane Reidy, MD, MMS Associate Attending, MSKCC Vice Chair DOM, Regional Care Network
05:55 PM – 06:40 PM	Mesothelioma	Hedy Lee Kindler, MD Professor of Medicine University of Chicago
06:40 PM – 06:45 PM	Closing Reminders	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
06:45 PM – 09:45 PM	Dinner Product Forum (tbc)	Exhibitors Attendees



Thursday, August 15, 2024- Day 7: Oncology Session | Room: Salon I-II

TIME	TOPIC	PRESENTER
06:30 AM – 07:30 AM	Breakfast Visit Exhibit Hall- Salon III	Exhibitors Attendees
07:30 AM – 07:35 AM	Welcome Housekeeping Notes	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center
07:35 AM – 08:15 AM	Esophageal Carcinoma	David H. Ilson, MD, PhD Attending Physician, Gastrointestinal Service, Memorial Sloan-Kettering Cancer Center
08:15 AM – 09:05 AM	Gastric Cancer	David H. Ilson, MD, PhD Attending Physician, Gastrointestinal Service, Memorial Sloan-Kettering Cancer Center
09:05 AM – 09:50 AM	Pancreatic Cancer	Speaker - TBC
09:50 AM– 10:10 AM	Break Visit Exhibit Hall- Salon III	Exhibitors Attendees
10:10 AM – 10:35 AM	Metastatic Therapy for Colon and Rectal Cancer	John L. Marshall, MD Director, Ruesch Center for the Cure of GI Cancers, Georgetown University
10:35 AM – 11:40 AM	Adjuvant Therapy for Colon and Rectal Cancer	John L. Marshall, MD Director, Ruesch Center for the Cure of GI Cancers, Georgetown University
11:40 AM – 12:05 PM	Anal Cancer	John L. Marshall, MD Director, Ruesch Center for the Cure of GI Cancers, Georgetown University
12:05 PM – 12:25 PM	Lunch Visit Exhibit Hall- Salon III	Exhibitors Attendees
12:25 PM – 01:40 PM	Lunch Review Session 7: GI Oncology, Mesothelioma and Sarcomas	Moderator: Dr. R. Siegel Dr. M. Agulnik Dr. D. Ilson Dr. J. Marshall
01:40 PM – 02:25 PM	Hepatobiliary Cancer	Nilofer Azad, MD Professor of Oncology Co-Leader, Cancer Genetics and Epigenetics Sidney Kimmel Comprehensive Cancer Center, Johns Hopkins University
02:25 PM – 02:55 PM	Sarcomas	Mark Agulnik, MD University of Southern California
02:55 PM – 03:00 PM	Closing Remarks Adjournment	Robert S. Siegel, MD Professor of Medicine, Associate GW Cancer Center Director of Education and Training, The George Washington University, GW Cancer Center

2024 HEMONC BEST PRACTICES FACULTY

Mark Agulnik, MD
Monzr M. Al Malki, MD
Andrea B. Apolo, MD
Jeanny Aragon-Ching, MD
Kenneth Bauer, MD
Julie Bauman, MD
Catherine Bollard, MD
Edward Chu, MD
Matthew Davids, MD
Amy DeZern, MD
Darren R. Feldman, MD
Morie A. Gertz, MD
Mark Gilbert, MD
Victor Gordeuk, MD
F. Stephen Hodi, MD
David Ilson, MD
Claudine Isaacs, MD
Bruce Johnson, MD
Donald Karcher, MD
Shelley Kalsi, MD
Hagop Kantarjian, MD
Nigel Key, MD
Hedy Lee Kindler, MD
Michele Lambert, MD
John Leonard, MD
Alice Ma, MD
Vera Malkovska, MD
John L. Marshall, MD
L. Jeffrey Medeiros, MD
S. Vincent Rajkumar, MD
A. Koneti Rao, MD
Diane Reidy-Lagunes, MD
Santosh Saraf, MD
Mikkael Sekeres, MD
Erica Shockett, MD
Jerry Spivak, MD
Elizabeth Stark, MS
Richard Stone, MD
Imad Tabarra, MD
Ayalew Tefferi, MD
Theodore Warkentin, MD
Andrea Wahner-Hendrickson, MD

HEMONC BEST PRACTICES COURSE DIRECTOR

Dr. Robert S. Siegel is a Professor of Medicine at The George Washington University School of Medicine & Health Sciences and currently serves as the Associate Center Director for Education and Training for the GW Cancer Center. He is board-certified in Internal Medicine, Medical Oncology, and Hematology.

Dr. Siegel received his BA from Stanford University in 1973, and his MD degree from George Washington University in 1977. His internship, residency, and fellowship all occurred at the Duke University Medical Center in Durham, North Carolina. Dr. Siegel returned to GW as a faculty member in 1982, was promoted to associate professor in 1989 and full professor with tenure in 2000.



Robert S. Siegel, MD

Upon returning to GW, he spearheaded the effort to create an oncology unit, which was dedicated in the spring of 1984 and established the Cancer Conference and Tumor Board in the same year. He was instrumental in establishing a certified hospital tumor registry and cancer program in 1985, which has been accredited by the American College of Surgeons every 3 years since then, usually with commendation. He had been chairman of the Cancer Committee from 1987 to 2021.

Dr. Siegel's research initially focused on immune thrombocytopenic purpura. Through his work, the pathophysiology and therapy of this disease is far better understood. In his early years at GW, he also led our research program looking at the natural history of sickle cell disease. Later, he was among the first researchers who documented the inferior survival of African American breast cancer patients, compared to their Caucasian counterparts, because of a biologically more aggressive disease. Subsequent studies around the country have validated these results. Recently, Dr. Siegel has led an effort that appears to show excellent survival and minimal toxicity from a new therapy for advanced Head and Neck Cancer.

Dr. Siegel was the Director of the Oncology Unit from 1984 to 2022. He also led the Cancer Center since from 1993 to 2015. He founded the Katzen Cancer Research Center in 2008 and was its Director and Board Chairman until the fall of 2016. Dr. Siegel served as Director of the Division of Hematology and Oncology from 1997-2015. He was chairman of GW's Institutional Review Board from 1998 through 2003 and was a member of the IRB for 23 years.

He has supervised the GW Medical School's first and second-year Hematology program since 1982, and has been Director of the GW Best Practices Course, the largest program of its kind in the country since 1996. He is the Course Director of the very successful annual Oncology Update and Hematology Update programs for cancer physicians in the Washington, DC region. He also leads a Breast Cancer Consortium, which is composed of Medical Oncologists, Radiation Oncologists and surgeons.

Dr. Siegel has received numerous rewards for excellence in clinical care. He is consistently labeled by Washingtonian Magazine as one of the area's best physicians. In 2017 he received the George Washington University Alumni Achievement Award. He was given the Leonard Tow Humanism Award by the George Washington University in 2005 and the "Commitment to Overcoming Cancer Award" in 2008 by the GW Cancer Institute.

OUR LIVE FORMAT PROGRAM OVERVIEW

Our live conference will provide physicians the opportunity to meet with you in-person, where you are able to present product and service information to physicians, strengthen your company and brand recognition and generate leads during your conference participation. We are pleased to announce that celebrating its 42nd year, we will be hosting this year's conference live!

The live format will provide a face-to-face engaging experience including:

- Educational Sessions
- Audience Polling
- Q&A Sessions
- Networking Exhibit Hall

Our extended break times between sessions will enable 1:1 valuable networking conversations during our exhibit hall hours as well as during Industry-sponsored event sessions such as:

- Networking Meals and Refreshment Breaks
- Breakfast Product Theaters
- Dinner Product Forums

At the close of the conference, you will receive participant information about your exhibit booth attendees and conference attendees that you did not have the opportunity to connect with during the conference days.

This conference will be a recorded. The recording will be available for a year post conference. Beyond the live day interaction, the conference will remain available to HCP and industry conference registrant attendees "on-demand" after the conference days.

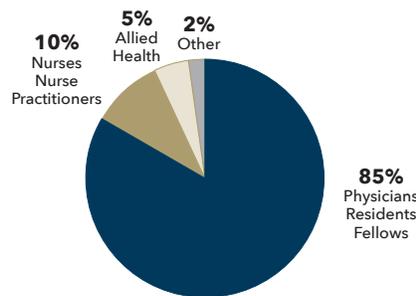
WHO ATTENDS HEMONC BEST PRACTICES?

The target audience remains to be the Hematology and Oncology practitioner. In 2023, over **300** were in attendance including:

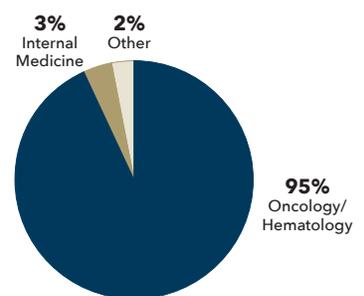
- Practicing Hematologists, Oncologists and Hem Oncologists
- Residents and Medical Fellows
- Nurses, Pharmacists, Advanced Practice Providers and Allied Professionals
- The Nations' Leading Faculty

Connect with approximately **200** hard-to-reach physicians at the beginning of their careers who have not yet developed brand loyalty.

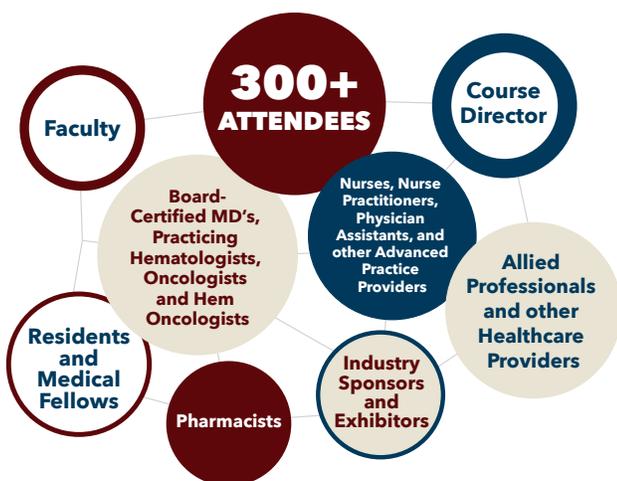
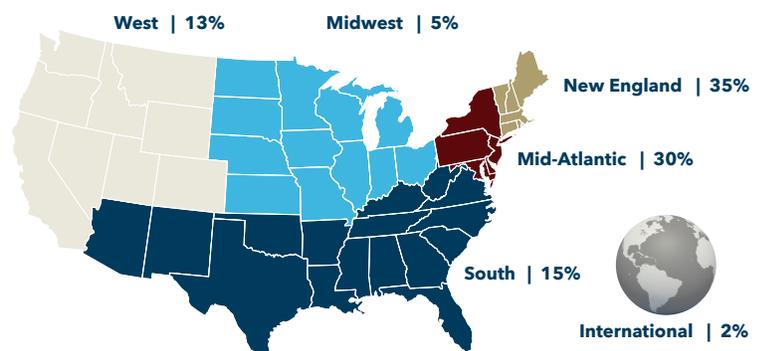
Healthcare Provider Types



Specialties



Attendee Breakdown by Region



EXHIBITING AT HEMONC BEST PRACTICES

HEMONC Best Practices is a great opportunity to gain visibility through the multiple opportunities to promote your company's brand, products, and services directly to our audience of physicians and other healthcare professionals.

EXHIBIT BOOTH STAFFING

Each booth must be fully operational and staffed during the open exhibit hours. All exhibitors are welcome to remain open until the end of each day, but may end after the educational sessions close for the day. Exhibitor Booth Staff must be registered to attend the program. Booth Staff contact information must be provided in the Exhibitor | Sponsor Partnership Application.

EXHIBIT BOOTH ALLOCATION

We will allocate your exhibit booth, once we confirm the total number of 2024 participating Sponsor Exhibitors. All exhibitors will be in the Refreshments area.

Why Exhibit?

- Educate physicians and other healthcare professionals about your company's products and services
- Demonstrate your company's commitment to improving the care of patients
- Reach key decision makers in the Hematology and Oncology markets
- Capture qualified sales leads

Guaranteed Booth Traffic

The exhibit booth will allow you to display your products or services. ***Our daily exhibit bingo raffle will drive exhibit hall traffic to you and create opportunities for interactive conversations with our Hematology and Oncology healthcare practitioners.*** All exhibiting companies will have their company name displayed on our daily exhibit bingo card that is given to the attendees. When the attendees get their passport stamped by participating exhibitors, they are eligible for special prize drawings. Explore the various exhibit opportunities available to your company in the following categories:

- Products and services associated with the diagnosis/treatment of Hematologic or Oncologic conditions and diseases
- Pharmaceuticals specific to Hematologic Malignancies
- Office/Practice Management products and software
- Computer Software and Online Resources
- Digital Photography and Imaging Systems
- Publishing & Educational Materials
- Electronic Health Records

Exhibit Booth includes:

- Exhibit Hall and Educational Session Access for Two Booth Representatives
- (1) 6-foot Skirted Table with Two Chairs
- Event Attendee Lists, including participating exhibitors

Note: Due to GDPR guidelines, we will provide limited attendee contact information (full name, affiliation, city, state, country)

Exhibiting Fees:

Standard Booth- 1 Day	\$5,000 (1 Day only) Includes 2 booth representatives
Standard Booth- 2 Days	\$9,000 (2 Days only) Includes 2 booth representatives per day
Standard Booth- 3 Days	\$12,000 (3 Days only) Includes 2 booth representatives per day
Standard Booth- 4 Days	\$14,000 (4 Days only) Includes 2 booth representatives per day
Standard Booth- 5 Days	\$16,000 (5 Days only) Includes 2 booth representatives per day
Standard Booth- 6 Days	\$18,000 (6 Days only) Includes 2 booth representatives per day
Standard Booth- 7 Days	\$20,000 (7 Days only) Includes 2 booth representatives per day

Additional Representative **\$800** | 1-Day Exhibit Hall Access

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 block exits/doorways. Hanging signs are not permitted. No electricity/power needs are provided.

SECURITY AND STORAGE

The Ritz-Carlton Pentagon City is open to all hotel guests. Exhibitors are responsible for safeguarding their goods, materials, equipment and exhibits at all times. The meeting organizers nor the Hotel will be responsible for the loss of or damage to any property. We will not be responsible for any unattended items or valuables, and strongly recommend that you take all materials with you after the conference.

SPONSORSHIP OPPORTUNITIES

HEMONC Best Practices has provided our supporters with invaluable opportunities for product branding, exposure, future partnerships and training through Sponsored Events such as:

Breakfast Product Theater | \$8,500 per session | 60-minute Duration

Dinner Product Forum | \$15,000 per session | Up to 3-Hour Duration

Product Theaters or Dinner Product Forums are a great opportunity for exhibitors to reach attendees beyond their booth space and present up-to-date information on their company's products and services to our audience of Hematology and Oncology clinicians, internal medicine physicians, nurses, physician assistants, and other healthcare professionals. The Breakfast Product Theater sessions can take place before the start of each Educational Session day. Timeslots are for 60 minutes. The Dinner Product Forums can take place after each Educational Session day. Dinner Product Forums sessions are up to 3 Hours. These sessions must be scheduled live, designed for a minimum of (20) attendees and topic/date must be approved in advance. As attendees get seated for your session and wait for it to start, a video can be played during this time to showcase your company and offerings. Limited space is available, first-come, first-serve basis.

For these Sponsored Sessions, your company will receive the following:

- Product Theater promotion (3) three email blasts to all registered attendees highlighting your session
- Meals/Catering will be arranged and provided for your event
- Premium Exhibit Booth placement in the Exhibit Hall area
- Pre-Registration & Onsite Audience Generation Support
- Onsite Program Promotion the day prior to the Event
- Event Signage (1) one hour prior to your Event
- Online Event promotion

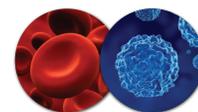
The Sponsor will be responsible for:

- Additional presentation needs not provided with Sponsored Event package
- Content, content development and presentation
- Audio-Visual needs for the session
- Faculty and Faculty Honoraria

EXHIBIT SET-UP | EXHIBIT TIMES | PROGRAM SCHEDULE OF EVENTS

The Exhibit Booth must be fully set-up no later than **Friday, August 9, 2024** by **7:00 am**. We will be launching the Sponsored Events registration site before the conference dates (early June), so the registrants can pre-register for their sponsored events in advance. All exhibits must be set (1) hour prior to the Educational Session start time. Please refer to the exhibit hall schedule below:

PROGRAM DATE	PROGRAM EVENT	BOOTH SET-UP TIMES	EXHIBIT HALL ACCESS NETWORKING BREAKS	BREAKFAST PRODUCT THEATERS	EDUCATIONAL SESSIONS	LUNCH REVIEW SESSIONS	DINNER PRODUCT FORUMS
Thursday, August 8	HEMATOLOGY ENDURING SESSIONS (Online)	04:00 PM - 06:00 PM					
Friday, August 9	HEMATOLOGY SESSIONS (2 DAYS)	06:00 AM - 07:00 AM	07:00 AM - 06:20 PM 10:15 AM - 10:35 AM 12:00 PM - 12:35 PM 03:40 PM - 04:00 PM	07:00 AM - 08:00 AM	08:00 AM - 06:20 PM	12:35 PM - 02:00 PM	06:20 PM - 09:20 PM
Saturday, August 10		06:00 AM - 07:00 AM	07:00 AM - 05:40 PM 09:35 AM - 10:00 AM 11:35 AM - 12:00 PM 03:45 PM - 04:05 PM	07:00 AM - 08:00 AM	08:00 AM - 05:40 PM	12:00 PM - 02:00 PM	05:45 PM - 08:45 PM
Monday, August 12	HEMATOLOGIC MALIGNANCIES SESSIONS (2 DAYS)	06:30 AM - 07:30 AM	06:30 AM - 07:30 PM 09:35 AM - 09:55 AM 12:15 PM - 12:45 PM 04:00 PM - 04:20 PM	06:30 AM - 07:30 AM	07:30 AM - 06:00 PM	12:45 PM - 02:30 PM	06:00 PM - 09:00 PM
		06:00 AM - 07:00 AM	07:00 AM - 08:00 PM 09:50 AM - 10:10 AM 12:10 PM - 12:40 PM 04:00 PM - 04:20 PM	07:00 AM - 08:00 AM	08:00 AM - 06:30 PM	12:40 PM - 02:30 PM	06:30 PM - 09:30 PM
Wednesday, August 14	ONCOLOGY SESSIONS (3 DAYS)	05:45 AM - 06:45 AM	06:45 AM - 05:45 PM 10:45 AM - 11:05 AM 12:25 PM - 12:50 PM 03:15 PM - 03:35 PM	06:45 AM - 07:45 AM	07:45 AM - 05:45 PM	12:50 PM - 02:30 PM	05:45 PM - 08:45 PM
		06:00 AM - 07:00 AM	07:00 AM - 07:45 PM 10:45 AM - 11:05 AM 12:40 PM - 01:05 PM 03:55 PM - 04:15 PM	07:00 AM - 08:00 AM	08:00 AM - 06:45 PM	01:05 PM - 02:25 PM	06:45 PM - 09:45 PM
		05:30 AM - 06:30 AM	07:30 AM - 07:45 PM 09:50 AM - 10:10 AM 12:05 PM - 12:25 PM	07:30 AM - 08:30 AM	07:30 AM - 03:00 PM	12:25 PM - 01:40 PM	
Thursday, August 15							



To apply for a Sponsored Event session, please contact FINA Logistics Conference Services Team at HEMONCBP_Sponsorship@finaww.com or please complete the online Exhibitor | Sponsor Partnership Application at this link - [Sponsor Exhibitor Application](#)

Please Note:

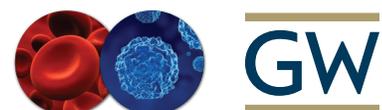
- Product Theaters and Product Forums are limited and will be assigned on a first-come, first-served basis at GW’s discretion
- You must be a registered Best Practices exhibitor to apply for a slot for a Product Theater/Product Forum
- Product Theaters and Product Forums are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Due to the promotional aspect, **Product Theaters/Product Forums will not offer CME credit**
- Product Theaters and Product Forums will be conducted during times that do not conflict with CME sessions. All space and timeslots will be scheduled by GW
- All products and services discussed shall be directly related to Hematology and Oncology, and must be of professional and educational benefit or interest to meeting participants
- All promotional and marketing materials must be approved by GW prior to distribution
- All material must contain the following statement: “The Product Theater (or Product Forums) content and views expressed therein are those of the Sponsor and not of The George Washington University. This session is not part of the educational program and does not provide CME credit.”
- This agreement shall not constitute or be considered a partnership, joint venture, or agency The George Washington University and the Sponsoring Company
- Participation information should not be reported to CMS

SPONSORSHIP PARTNERSHIP PACKAGES

Sponsoring HEMONC Best Practices gives your company direct access to 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.

Our Sponsor Exhibitors will receive acknowledgement during the conference days. Sponsorship payments must be received by **Friday, July 19, 2024**. Additional recognition of support will be noted under each Sponsorship opportunity.

Sponsor Partnership Level	Elite	Grand	Premium
	\$30,000	\$20,000	\$10,000
Acknowledgement slide announcement during Educational Sessions, including Company Name and Sponsorship Level	✓	✓	✓
Sponsor Acknowledgement in Printed Course Syllabus	✓	✓	✓
Complimentary Exhibit Hall Premier Placement	✓	✓	
Complimentary Exhibit Hall 8-Day Access Passes	6	4	
HEMONCBP Social Media Ads (Facebook, Instagram and Twitter) (4) Promotional Sponsor Ads running from July 8 - August 8	✓		
Recognized as a "Showcase" Sponsor on Event Signage and Pre-Event Attendee Correspondence	✓		



SALES AND ORDER TAKING

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

PREVIOUS EXHIBITOR | SPONSOR PARTNERSHIPS

ADC Therapeutics
Alnylam Pharmaceuticals
Apellis Pharmaceuticals
AstraZeneca
Bayer
Bristol Myers Squibb
CTI BioPharma
Daiichi Sankyo
Eisai, Inc.
Exelixis

Genentech
GSK
Incyte
Ipsen Biopharmaceuticals
Jazz Pharmaceuticals
Kite Pharma
Merck & Co.
MorphoSys
Natera Oncology
Novartis

Pfizer
Regeneron
Rigel
Sanofi
Seagen
Servier Pharmaceuticals
Stemline Therapeutics
Taiho Oncology
Takeda Oncology

EXHIBITOR CONFERENCE FEES | APPLICATION DEADLINE

If you have any questions about our Sponsorship Packages, please contact our conference organizers at HEMONCBP_Inquiries@finaww.com. Please complete your online Exhibitor | Sponsor Partnership Application by **Friday, June 14, 2024**. All Sponsorship Opportunities are limited and will be assigned on a first-come, first-served basis at GW's discretion. You can access the application by clicking the link below - [Sponsor Exhibitor Application](#)

Industry Registration Fees	Individual <i>Please register by August 1, 2024</i>	GROUP (5 registrants) <i>Please register by August 1, 2024</i>
HEMONC Best Practices (7-Day Course)	\$3,500.00	\$16,000.00
Hematology Best Practices (4-Day Course)	\$3,000.00	\$12,000.00
Oncology Best Practices (5-Day Course)	\$3,000.00	\$12,000.00

Exhibit Booth Exhibit Hall Access	Fees
Standard Booth- 1 Day Includes 2 booth representatives	\$5,000.00

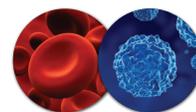


Exhibit Booth Exhibit Hall Access	Fees
Standard Booth- 2 Days 2 Days only Includes 2 booth representatives per day	\$9,000.00
Standard Booth- 3 Days 3 Days only Includes 2 booth representatives per day	\$12,000.00
Standard Booth- 4 Days 4 Days only Includes 2 booth representatives per day	\$14,000.00
Standard Booth- 5 Days 5 Days only Includes 2 booth representatives per day	\$16,000.00
Standard Booth- 6 Days 6 Days only Includes 2 booth representatives per day	\$18,000.00
Standard Booth- 7 Days 7 Days only Includes 2 booth representatives per day	\$20,000.00
Additional Representative 1-Day Exhibit Hall Access	\$800.00
Book Vendor - 7 Days Includes 1 booth representative per day	\$3,000.00

Sponsorship Opportunities Sponsorship Packages	Fees
Breakfast Product Theater 60-minute Duration	\$8,500.00
Dinner Product Forum Up to 3-Hour Duration	\$15,000.00
Elite Sponsorship Package	\$30,000.00
Grand Sponsorship Package	\$20,000.00
Premium Sponsorship Package	\$10,000.00

EXHIBITOR SPONSORSHIP CONTACTS | SPONSORSHIP PAYMENT

If you have any additional questions, please contact:

Leo Schargorodski | Executive Director, Professional Education and Katzen Cancer Research Fund

Email: LSchargorodski@mfa.gwu.edu

FINA Logistics Conference Services Team

Telephone: 908-727-3462 | Email: HEMONCBP_Sponsorship@finaww.com

Please note: Exhibitor | Sponsorship payments must be received by **Friday, July 19, 2024**.

Please make check payable to: The George Washington University

Note: **GW will not accept Direct Deposit payments, no exceptions.** Please ensure your check includes GW's internal reference code **HEMONC 2024-Exhibit**, so this check is properly credited internally.

Please mail checks to:

The George Washington University GW Cancer Center

2150 Pennsylvania Avenue, NW, Suite 1-200

Washington, DC 20037

Attention: Mr. Leo Schargorodski

Tax ID #: 53-0196584

Paying by credit card:

If you prefer to pay by credit card, please complete the Exhibitor Form on page 20 and email the completed form to Leo Schargorodski at LSchargorodski@mfa.gwu.edu. We will email you a credit card transaction receipt, once we process your credit card payment. **As a reminder, GW will not accept Direct Deposit payments, no exceptions.**

GENERAL INFORMATION

Program Dates

- HEMONC Best Practices (7-Day Course): August 9-15, 2024 (includes Hematology Enduring courses)
- Hematology Best Practices (4-Day Course): August 9-12, 2024 (includes Hematology Enduring courses)
- Oncology Best Practices (5-Day Course): August 11-15, 2024

Program Location

This year's program will be held at:

The Ritz-Carlton, Pentagon City

1250 S Hayes Street, Arlington, VA 22202

Phone: +1-703-415-5000

Check-in: 4:00 PM | Checkout: 11:00 am

Room Reservations

- The group room rate is **\$219.00** per night, plus 14.25% room tax (8.25% occupancy and 6% sales tax)
- Group Name: GW HEMONC Best Practices | Group Code: GWU Hematology and Medical Oncology Best Practices Course
- Room Type: King Bed or Double/Double Beds
- Cancellations are permitted 72 hours prior to arrival to avoid cancellation penalty of one night's room and tax fee

- Reservations can be booked directly through the hotel beginning on Wednesday, May 1, 2024. You can call +1-703-415-5000 or +1-800-422-2410 and refer to group code GWU Hematology and Medical Oncology Best Practices Course. Individual guestroom reservations may also be booked on the Reservations page of www.ritzcarlton.com by entering the assigned group code
- You will be required to guarantee your room reservation with a major credit card when booking your reservation
- All reservations should be received by the Hotel no later than **Friday, July 19, 2024**

Travel | Hotel Accommodations | Onsite Meals

- No fees paid by exhibitors or sponsors are passed, in whole or in part to any third party and the exhibit fees are not utilized for CME or food for the conference
- Exhibitor fees exclude hotel accommodations, incidentals, travel, onsite meals and travel expenses

Logistical Inquiries

If you have any additional questions about your hotel booking or other logistical arrangements, please email your inquiries to HEMONCBP_Inquiries@finaww.com.

CONFIDENTIALITY STATEMENT

The contents of this document are the property of The George Washington University. The information contained in this document is confidential proprietary materials of GW and should be seen on a need-to-know basis. Disclosures to other personnel are prohibited. All rights to reproduction of this document, in whole or in part, are reserved.

Notwithstanding company's employees, agents or subcontractors shall hold confidential and shall not, directly or indirectly, disclose, publish, or use for the benefit of any third party or itself, any confidential or proprietary information of The George Washington University, HEMONC Best Practices, without first having obtained written consent to such disclosure or use. "Confidential or proprietary information" shall include, but not be limited to, new product information and related marketing plans or materials, scientific information, clinical development data, formulations, methods and processes, specifications, know-how, the details of this agreement and any other intellectual property. Notwithstanding any provision in this agreement to the contrary, this obligation shall survive the termination of this agreement.

CME GUIDELINES

As an ACCME-accredited provider, the 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
- Exhibit Booths must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity

- Commercial interest representatives may attend educational sessions at the discretion of CEHP for the direct purpose of the representatives' own education. However, exhibitor personnel cannot participate in the session discussion 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 Theater or 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
- 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
 - Obtaining feedback and advice about products through consultation with medical expert
 - Providing scientific and educational information
 - Supporting medical research and education

TERMS AND CONDITIONS OF AGREEMENT

All Exhibit Booths are subject to review and approval by the Office of CEHP, The George Washington University School of Medicine and Health Sciences.

This agreement shall not be binding upon the lessor (GW) until accepted and executed by the Office of CEHP, GW. A countersigned copy of the contract will be returned to you as confirmation of your participation.

Violation of any part of this agreement, or any part of the regulations adopted by the Lessor, shall, at the election of Office of CEHP, GW cause this agreement to become null and void. In such event, all sums previously paid for or contracted to be paid under this agreement shall be assigned, or otherwise disposed of, without the written approval of GW.

Refunds of any payment for tabletop space will be made at the sole discretion of the Office of CEHP, GW with a \$200 processing fee deducted from the total paid. No refunds due to cancellations will be made if cancellation is received less than two weeks prior to the start of the event.

The Office of CEHP, GW may, at its sole discretion, withhold or withdraw permission to distribute advertising or other material it considers objectionable or not in keeping with the character or purpose of the Office of CEHP, GW.

The rental of exhibit space shall not influence the control of content or selection of presenters and moderators. GW is ultimately responsible for control of content and selection of presenters and moderators.



2024 HEMONC Best Practices Conference
August 9-15, 2024

Exhibitor Form

The GW Cancer Center and the Dr. Cyrus and Myrtle Katzen Cancer Research Center are dedicated to fighting cancer through research, patient support and assistance.

Make a Difference

Yes, we would like to register for the 2024 HEMONC Best Practices on _____
_____. (Please confirm exhibitor participation dates).

Yes, I have completed the online Exhibitor Sponsor Partnership application - [Sponsor Exhibitor Application](#)

As an exhibitor, you will have access to a personal and interactive setting to showcase the latest advances in oncology research and practice. This symposium will bring together over 200 members of the oncology community, from a broad range of specialties, who work together to strengthen collaborative treatment approaches and to enhance patient care.

The educational display fee will provide an unprecedented opportunity to display with an education table and exhibit to the participants at the symposium.

Please complete your company information below:

I want to support The GW Cancer Center with an exhibit fee of _____ (please confirm your exhibit fees according to the booth fees listed on pages 15 & 19).

Please make your check payable to: **The George Washington University** and return with this form to LSchargorodski@mfa.gwu.edu or use this form to pay by credit card.

EXHIBITOR | SPONSOR INFORMATION:

Company | Affiliation: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Company Representative Name: _____

Mobile: _____ Email: _____

CREDIT CARD INFORMATION:

Fee Amount:

Exhibit Fee: \$ _____ Other Amount: \$ _____

Credit Card Information: Master Card VISA American Express

Credit Card Number: _____

Credit Card Expiration Date: _____ Security Number: _____

Signature: _____ Today's Date: _____

Email this completed agreement to lschargorodski@mfa.gwu.edu

Leo Schargorodski, Director

GW Cancer Center Education, Training and Physician Outreach

2150 Pennsylvania Avenue, NW, Suite 1-200

Washington, DC 20037

PRODUCT FORUM DESCRIPTION | FORMAT | ATTENDANCE

The GW Cancer Center and the Katzen Cancer Research Center are pleased to offer a Product Theater and Product Forum as a platform for the presentation of medical education programs developed by other providers during the HEMONC Best Practices conference. Acceptable educational formats for product theaters/forums include presentations by speakers, panel discussions, films, and video presentations. It does not need to be CME. Attendance at a product theater/product forum/can range from 20 to 50 attendees, depending on the topic and sponsored event. Overall attendance at the HEMONC Best Practices Course will be approximately 200 healthcare physicians and other healthcare practitioners.

No other GWCC-sponsored or approved educational programs are scheduled opposite Product Forums. Breakfast Forums cannot run longer than 1 hour. Dinner Forums cannot run longer than 3 hours. For dinner sessions, we suggest a 30-Minute registration and reception in the foyer outside the designated function room at the starting time listed, with a hot buffet dinner following the sponsored presentation. HEMONC Best Practices will be responsible to provide food, all billable items will be the responsibility of the sponsoring organization. The program provider would be responsible for audio visual, beverage (including any beer and wine ordered), content, content development, faculty/presenter, and faculty/presenter honoraria and any other applicable hotel charges related to your event.

- HEMONC Best Practices will be responsible for e-mail marketing and audience generation support including three (3) email blasts to all pre-registered attendees highlighting your session
- Meals/Catering will be arranged and provided for your event
- Premium Exhibit Booth placement in the Exhibit Hall area
- Pre-Registration & Onsite Audience Generation Support
- Onsite Program Promotion the day prior to the Event
- Event Signage (1) one hour prior to your Event
- Online Event promotion

Application Process and Deadline

Product Forum proposals can be submitted using the enclosed Product Forum Application Agreement. The application deadline is **Friday, June 14, 2024**. The program provider will be notified of a product forum's acceptance no later than **Friday, June 21, 2024**.

Product Forum Review Process

The Product Forum review process is designed to ensure that approved product forum meets the educational needs of physicians and medical professionals attending the HEMONC Best Practices conference, present a variety of topics, and do not duplicate the educational content of the HEMONC Best Practices course. Please review the criteria below:

- Program objectivity, balance, and scientific rigor. It does not have to be CME program
- The program proposal meets the educational needs of meeting attendees. Content should be presented at the highest level of sophistication
- The program proposal presents a variety of topics. GWCC will attempt not to schedule programs that address the same therapeutic area
- The program proposal complements the overall educational content of the conference

Product Forum Fees | Sponsored Event Schedule

The Sponsored Event fees are payable to **The George Washington University** and must accompany the Product Forum Application Agreement to be considered. Please refer to the enclosed Program Schedule of Events for Sponsored Event dates/timeslots.

Cancellation & Refund Policy

Cancellation notification must be emailed to GWCC and must be received before Friday, July 12, 2024. If a cancellation notification is received by GWCC before **Friday, July 12, 2024**, 50% of the event fee will be refunded. If the cancellation notification is received by GWCC on or after **Friday, July 12, 2024**, no refund will be given. Non-refundable program fees cannot be transferred for another purpose within GWCC under any circumstances.

Promotional Opportunities

All promotional materials must be approved by GWCC before electronic mailing. Due that GWCC is not a co-sponsor of the product forum, the following statement GWCC will use in connection with the promotional materials: "Presented as a product forum during the 2024 HEMONC Best Practices conference".

The final program information must be submitted by **Friday, July 12, 2024** to be included in the program materials and/or pre-event email marketing correspondence.

Onsite Program Promotion

Event signage will be placed in a designated area near the GWCC registration desk the day before your event for publicity purposes. One additional sign will be placed outside the satellite symposium function room (1) one hour prior to your event. GWCC does not allow the hiring of people to act as walking advertisements by holding signs or handing out any promotional materials.

Product Forum Inquiries

Please contact the FINA Logistics Conference Services Team at +1-908-727-3462 or at HEMONCBP_Sponsorship@finaww.com.



Product Forum Application Agreement

(Agreement Acceptance is subject to event availability and GW review/approval)

Please email your completed 2-page agreement to HEMONCBP_Sponsorship@finaww.com by **June 14, 2024**.

Sponsoring Company:	
Sponsorship:	<input type="radio"/> Breakfast Product Theater <input type="radio"/> Dinner Product Forum
Event Date Option #1:	
Event Date Option #2:	
Timeslot:	
Product Forum Title:	
Educational Objectives:	
Product Forum Speaker(s), Title(s), Affiliation(s):	

Point of Contact: _____ Mobile: _____

Email: _____

This program is supported by an independent medical education grant from:

Medical communications company coordinating this program (if different from accredited provider)

Medical Communications Co. Contact: _____

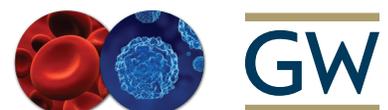
Title: _____

Company | Affiliation: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Telephone: _____ E-mail Address: _____



Please make check payable to: **The George Washington University**

Note: **GW will not accept Direct Deposit payments, no exceptions.** Please ensure to include on your check GW's internal reference code **HEMONC 2024-Exhibit**, so this check is properly credited internally.

Please mail checks to:

The George Washington University GW Cancer Center
2150 Pennsylvania Avenue, NW, Suite 1-200
Washington, DC 20037
Attention: Mr. Leo Schargorodski
Tax ID #: 53-0196584

Paying by credit card:

If you prefer to pay by credit card, please complete the Exhibitor Form on page 20 and email the completed form to Leo Schargorodski at LSchargorodski@mfa.gwu.edu. We will email you a credit card transaction receipt, once we process your credit card payment.

CANCELLATION POLICY

An Exhibitor Sponsor may cancel their Exhibit Space or Sponsorship Opportunity at any time. Refund requests must be submitted in writing to HEMONCBP_Sponsorship@finaww.com and a processing fee may apply. Please note that no refunds will be issued, and the Exhibitor Sponsor is responsible for any outstanding payments that are due after requesting and securing Exhibit Booth Space or Sponsorship Opportunities such as Product Theaters, Product Forums, and Sponsorship Packages.

TERMS AND CONDITIONS

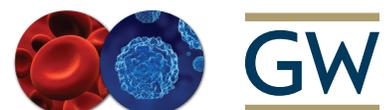
This constitutes the entire agreement between the parties relating to the subject matter hereof. This agreement supersedes all prior understandings, negotiations, and discussions, written or oral, of the parties relating to the agreement. Any alteration or modification of any portion of the agreement or any termination or replacement of the agreement shall not be valid unless in writing and signed by both parties.

- Invoices will be sent to the email provided in the registration form. Please be sure to note any billing specifications in the Agreement to Proceed
- Contracted amount to be invoiced upon receipt of signed contract
- Invoice Terms - Payment must be received in full by **Friday, July 19, 2024**.

AUTHORIZED SIGNATURE

My signature below indicates that this program will meet all guidelines for objective, unbiased, and balanced programs.

Signature: _____ Date: _____



Form **W-9**
 (Rev. October 2018)
 Department of the Treasury
 Internal Revenue Service

**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.
THE GEORGE WASHINGTON 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.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

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.

Other (see instructions) ▶ **TAX EXEMPT 501(C)(3)**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
 Exempt payee code (if any) 1
 Exemption from FATCA reporting code (if any) A
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
C/O TAX DEPARTMENT, 44983 KNOLL SQUARE, SUITE 203

6 City, state, and ZIP code
ASHBURN, VA 20147

7 List account number(s) here (optional)

Requester's name and address (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 *How to get a TIN*, later.

Social security number

				-					
--	--	--	--	---	--	--	--	--	--

or

Employer identification number

5	3	-	0	1	9	6	5	8	4
---	---	---	---	---	---	---	---	---	---

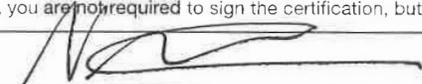
Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

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 Signature of U.S. person ▶  Date ▶ 1/17/24

Vendors - Note that GW's above address is used for tax purposes only. It is not a remit to address. For all correspondence, including payments, please contact the GW department with which you are working.

GW Department - Complete the section below before sending to the vendor.

Department:
 Katzen Cancer Research Fund

Contact Person/Phone/Email:
 Leo Schargorodski / 202-741-2250 / LSchargorodski@mfa.gwu.edu

Mailing Address:
**The George Washington University
 GW Cancer Center
 Attention: Leo Schargorodski
 2150 Pennsylvania Avenue, NW, Suite 1-200
 Washington, DC 20037**