



HEMATOLOGY UPDATE

Exhibitor | Sponsor Partnership Prospectus

2025 Hematology Update Symposium

Hyatt Regency Bethesda
Bethesda, Maryland

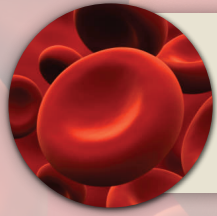
Saturday, February 15, 2025

Link: [Exhibitor Sponsor Partnership Application](#)



THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC



HEMATOLOGY UPDATE

Dear Prospective Exhibitor,

The George Washington University School of Medicine & Sciences (GW) and the George Washington Cancer Center invite you to join us for the **2025 Hematology Update Symposium** to be held on **Saturday, February 15, 2025** at the **Hyatt Regency Bethesda** in Bethesda, Maryland.

This symposium 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 incorporate these advances into their clinical practice. The meeting content is designed for clinicians involved in multidisciplinary hematology and oncology care including but not limited to hematologists, oncologists, internal medicine physicians, nurses, physician assistants, and other health care professionals that care for patients with blood disorders.

As an Exhibitor or Sponsor 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 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. Attendees will receive CME accreditation after the course completion.

Robert S. Siegel, MD, Associate GW Cancer Center Director of Education and Training will be your Course Director for this program. He will be joined by a faculty of leading experts in Hematology. Our expert faculty will cover topics in: Multiple Myeloma | Disorders of Coagulation | Myeloproliferative Neoplasms | Bone Marrow Failure Syndromes | Chronic Lymphocytic Leukemia | Acute Myeloid Leukemia | Lymphoma and other therapies for Blood Disorders.

Exhibit sales are underway, and space is limited. The exhibit fee is **\$4,000**. Breakfast, Morning 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](#)**

Please submit your payment to GW by **Monday, February 3, 2025**. 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.**

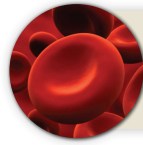
On behalf of GW, we look forward to your support and participation. If you have any questions or require additional information, please contact me at **LSchargorodski@mfa.gwu.edu** or the FINA Logistics Conference Services Team at **HEMONCBP_Sponsorship@finawww.com**.

Sincerely,

Leo Schargorodski

Executive Director
Professional Education, Training and Outreach
The George Washington University
George Washington Cancer Center





HEMATOLOGY UPDATE

Hyatt Regency Bethesda | Bethesda, MD
Saturday, February 15, 2025

2025 Hematology Review and Update Course Syllabus

Course Director: Robert S. Siegel, MD

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

** Please visit our Sponsor Exhibitors during breaks. **

Saturday, February 15, 2025- Hyatt Regency Bethesda- Salons I-II

File	TIME	TOPIC	PRESENTER
	07:00 AM – 08:00 AM	Breakfast Visit Exhibit Hall- Salon III-IV	Exhibitors Attendees
1	08:00 AM – 08:15 AM	Welcome Introduction to Program	Robert S. Siegel, MD Professor of Medicine, Associate Center Director for Education and Training, The George Washington University, GW Cancer Center
2	08:15 AM – 09:00 AM	Myeloproliferative Neoplasms	Ayalew Tefferi, MD Barbara Woodward Lips Professor of Medicine Mayo Clinic
3	09:00 AM – 10:00 AM	Multiple Myeloma	Kenneth Anderson, MD Kraft Family Professor of Medicine Dana-Farber Cancer Institute, Harvard Medical School
	10:00 AM – 10:15 AM	Break Visit Exhibit Hall- Salon III-IV	Exhibitors Attendees
4	10:15 AM – 11:00 AM	Disorders of Coagulation	Kenneth A. Bauer, MD Professor of Medicine, Harvard Medical School Beth Israel Deaconess Medical Center
5	11:00 AM – 11:45 AM	Acute Myeloid Leukemia	Samah Nassereddine, MD Assistant Professor of Medicine, The George Washington University, GW Cancer Center
6	11:45 AM – 12:30 PM	Chronic Lymphocytic Leukemia	Imad A. Tabbara, MD, FACP Chief, Division of Hematology/Oncology of DeCesaris Cancer Institute, Anne Arundel Medical Center, Clinical Professor of Medicine George Washington University
	12:30 PM – 01:30 PM	Lunch Visit Exhibit Hall- Salon III-IV	Exhibitors Attendees
	12:30 PM – 01:30 PM	Lunch Product Forum sponsored by (tbc)	
7	01:30 PM – 02:30 PM	Lymphoma	Nina Delaney Wagner-Johnston, MD Director of Lymphoma Drug Development, The Sidney Kimmel Comprehensive Cancer Center, Professor of Oncology, The Johns Hopkins University School of Medicine
8	02:30 PM – 03:15 PM	Bone Marrow Failure	Mrinal S. Patnaik, MBBS Chair, Acute Leukemia and Myeloid Neoplasms Scientific Director of the Epigenetics Developmental Laboratory and Epigenomics Program Associate Professor of Medicine College of Medicine, Mayo Clinic
9	03:15 PM – 03:45 PM	Chronic Myelomonocytic Leukemia	Ayalew Tefferi, MD Barbara Woodward Lips Professor of Medicine Mayo Clinic
10	03:45 PM – 4:00 PM	Closing Remarks Adjournment	Robert S. Siegel, MD Professor of Medicine, Associate Center Director for Education and Training, The George Washington University, GW Cancer Center

2025 HEMATOLOGY UPDATE FACULTY

Kenneth Anderson, MD

Kenneth Bauer, MD

Samah Nassereddine, MD

Mrinal S. Patnaik, MBBS

Imad Tabarra, MD

Ayalew Tefferi, MD

Nina Delaney Wagner-Johnston, MD

HEMATOLOGY UPDATE 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

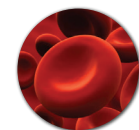
Upon returning to GW, he spearheaded the effort to create an oncology unit, which was dedicated in the spring of 1984 and established the Cancer Conference and Tumor Board in the same year. He was instrumental in establishing a certified hospital tumor registry and cancer program in 1985, which has been 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.



PROGRAM 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.

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

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

Our live symposium 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.

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

This symposium 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 HEMATOLOGY UPDATE?

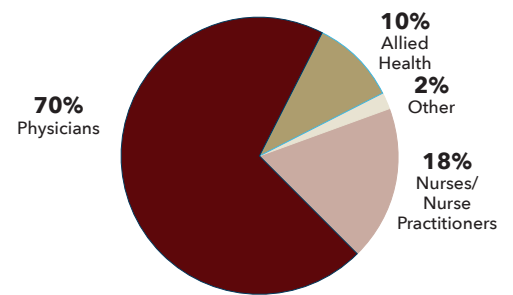
The target audience remains to be the Hematology practitioner. In 2023, over **150+** were in attendance including:

- Practicing Hematologists and Medical Oncologists
- Residents and Medical Fellows
- Nurses, Pharmacists, Advanced Practice Providers and Allied Professionals
- Specialists that care for patients with blood disorders

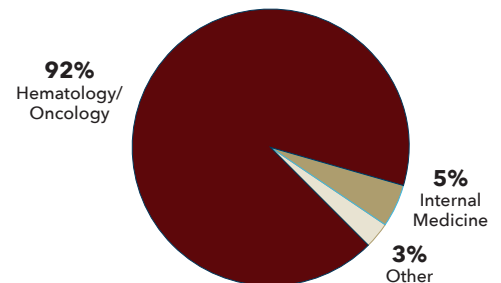
Connect with approximately **125** hard-to-reach practicing physicians.



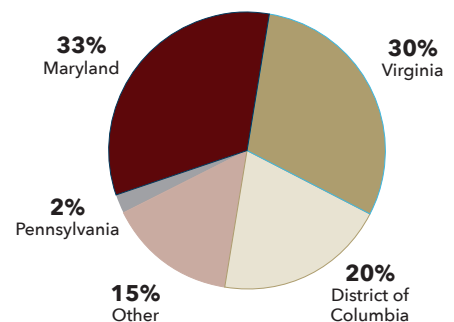
Healthcare Provider Types



Specialties



Region/State



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 150+ physicians and allied healthcare professionals.

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 with blood disorders
- Benefit from unopposed exhibit hours, giving you maximum visibility
- Reach decision makers in the Hematology/Oncology market
- Increasing your company's visibility

GUARANTEED BOOTH TRAFFIC

Our unopposed exhibit hall hours offer you maximum visibility and exposure to your target market. All meal functions are hosted in the exhibit hall space to give you additional face-to-face time with attendees.

Our exhibit bingo 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 bingo card stamped by participating exhibitors, they are eligible for a special prize drawing.

EXHIBIT BOOTH

The exhibit booth will allow you to display your products or services. Exhibit Booth includes:

- Exhibit Hall and Educational Session Access for Two Booth Representatives
- (1) 6-foot Skirted Table with Two Chairs
- Event Attendee List

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

Exhibiting Fees:

Standard Booth - 1 Day	\$4,000 Includes 2 booth representatives
Additional Representative Fee	\$125
Book Vendor	\$1,500 or Donation of books in lieu of registration

Please Note: Exhibitor Fees do not include hotel accommodations or travel

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 the day, but may end after the educational session closes for that 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 2025 participating Sponsor Exhibitors. All exhibitors will be in the Refreshments area.

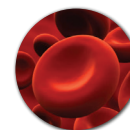


EXHIBIT SET-UP | EXHIBIT TIMES | PROGRAM SCHEDULE OF EVENTS

The Exhibit Booth must be fully set-up no later than **Saturday, February 15, 2025** by **7:00 am**. We will be launching the Sponsored Events registration site before the conference date, 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	BOOTH SET-UP TIMES	EXHIBIT HALL ACCESS NETWORKING BREAKS	EDUCATIONAL SESSIONS	LUNCH PRODUCT FORUM
Saturday, February 15 ^h	06:00 AM - 07:00 AM	07:00 AM - 4:00 PM 7:00 AM - 8:00 AM 9:45 AM - 10:00 AM 12:15 PM - 1:15 PM	08:00 AM - 4:00 PM	12:30 PM - 01:30 PM

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.

SECURITY AND STORAGE

The Hyatt Regency Bethesda is open to all hotel guests. Exhibitors are responsible for safeguarding their goods, materials, equipment and exhibits at all times. Neither 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 symposium.

SPONSORSHIP OPPORTUNITIES

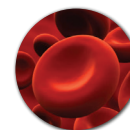
Hematology Update has provided our supporters with invaluable opportunities for product branding, exposure, future partnerships and training through Sponsored Events such as Lunch Product Forum and Sponsor Partnership opportunities.

Lunch Product Forum | \$8,500 per session | 60-minute Duration

Lunch Product Forum is 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 Lunch Product Forum will take place during the lunch break. Lunch Product Forum session is for 60 minutes. This session must be scheduled live, designed for a **maximum of (25) 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 Forum promotion (3) three email blasts to all registered attendees highlighting your session
- Meals/Catering will be arranged for your event
- Premium Exhibit Booth placement in the Exhibit Hall area
- Pre-Registration & Onsite Audience Generation Support
- Onsite Program Promotion the day of the Event
- Event Signage (1) one hour prior to your Event
- Printed and Online Event Promotion



Your company 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
- Participant information should not be reported to CMS

To apply for a Sponsored Event session, please complete the online Exhibitor | Sponsor Partnership Application at this link - [Sponsor Exhibitor Application](#)

Please Note:

- Product Forum is limited and will be assigned on a first-come, first-served basis at GW's discretion
- You **MUST** be a registered Hematology Update exhibitor to apply for a slot for a Product Forum
- Product Forum is considered a promotional activity and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Due to the promotional aspect, **Product Forums will not offer CME credit**
- Product Forum will be conducted during times that does 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 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

SALES AND ORDER TAKING

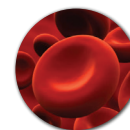
- GW reserves the right to restrict sales activities that is deems inappropriate, unprofessional, or which do not abide by the requirements of the course's accrediting body
- To help companies maximize their exhibit opportunities, sales and order taking are allowed on the exhibit floor, unless prohibited 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

AbbVie
Acrotech Biopharma
ADC Therapeutics
Agiros
Alexion
Amgen
AstraZeneca
Bayer Oncology
BeiGene USA
Biomarin
Blueprint Medicines

Bristol-Myers Squibb
Daiichi Sankyo
Genmab
Incyte
Ipsen Biopharmaceuticals
Jazz Pharmaceuticals
Johnson & Johnson Innovative Medicine
Karyopharm Therapeutics
Merck
MorphoSys
Novartis

Pfizer
Pfizer Oncology
Pharmacyclics
PharmaEssentia
Sanofi
Servier Pharmaceuticals
Sobi Pharmaceuticals
Taiho Oncology
Takeda Oncology



EXHIBITOR CONFERENCE FEES | APPLICATION DEADLINE

Please complete your online Exhibitor | Sponsor Partnership Application by **Tuesday, January 7, 2025**. 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	Please register by January 7, 2023
Hematology Update (1-Day Course)	\$125.00

Exhibit Booth Exhibit Hall Access	Fees
Standard Booth Includes 2 booth representatives	\$4,000.00
Book Vendor	\$1,500.00
Additional Representative Fee	\$125.00

Sponsorship Opportunities Sponsorship Packages	Fees
Lunch Product Forum 60-minute Duration	\$8,500.00

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**

Please note: Exhibitor | Sponsorship payments must be received by **Monday, February 15, 2025**.

Please make check payable to: The George Washington University

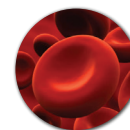
Note: **GW will not accept Direct Deposit payments**, no exceptions. Please ensure your check includes GW's internal reference code **Hem Update 2025-Exhibit**, so this check is properly credited internally.

Please mail checks to:

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

Paying by credit card:

If you prefer to pay by credit card, please complete the Exhibitor Participation Agreement on page 13 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 Date

- Hematology Update (1-Day Course): Saturday, February 15, 2025

Program Location

This year's program will be held at:

Hyatt Regency Bethesda

One Bethesda Metro Center
7400 Wisconsin Avenue
Bethesda, MD 20814
Phone: +1 301-657-1234

Check-in: 4:00 PM | Checkout: 12:00 pm

Room Reservations

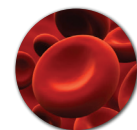
- The group room rate is US **\$139.00** per night, plus 13% room tax
- Group Name: GW Hematology Update
- Room Type: King Bed or Double/Double Beds
- Cancellations are permitted 72 hours prior to arrival to avoid cancellation penalty of one night's room and tax fee
- Reservations can be booked directly through the hotel beginning on Monday, December 9, 2024 by calling +1 301-657-1234 and refer to group name (GW Hematology Update) or book your guestroom reservations by using the group discount booking link: **[2025 Hematology Update Symposium- Room Reservations link](#)**
- You will be required to guarantee your room reservation with a major credit card when booking your reservation
- Hotel reservations should be received no later than **Tuesday, January 21, 2025**

Travel | Hotel Accommodations | Onsite Meals

- No fees paid by exhibitors or sponsors are passed, in whole or in part to any third party. 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.

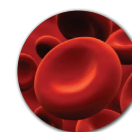
Notwithstanding company's employees, agents or subcontractors shall hold confidential and shall not, directly or indirectly, disclose, publish, or use for the benefit of any third party or itself, any confidential or proprietary information of The George Washington University, Hematology Update, without 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.

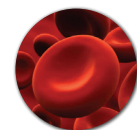
This agreement shall not be binding upon the lessor (GW) until accepted and executed by the Office of CEHP, GW. A countersigned copy of the contract will be returned to you as confirmation of your participation.

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.



**2025 Hematology Update Conference
Saturday, February 15, 2025**

Exhibitor Participation Agreement

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 **2025 Hematology Update Symposium** on **Saturday, February 15, 2025**.

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.

The educational display fee of **\$4,000** will provide an unprecedented opportunity to display with an education table and exhibit to the participants at the symposium. **Payment is due Monday, February 3, 2025.**

Please complete your company information below:

I want to support The GW Cancer Center and the Katzen Cancer Research Center with an exhibit fee of \$4,000.

Please make your check payable to: **The George Washington University** and return with this form to **Ischagorodski@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 only \$4,000 Other Amount: \$ _____

Credit Card Information: Master Card VISA American Express

Credit Card Number: _____

Credit Card Expiration Date: _____ Security Number: _____

Signature: _____ Today's Date: _____

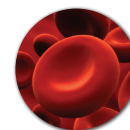
Email this completed agreement to Ischagorodski@mfa.gwu.edu

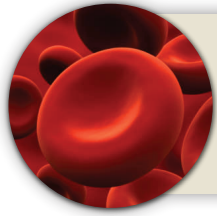
Leo Schagorodski, Director

GW Cancer Center Education, Training and Physician Outreach

2150 Pennsylvania Avenue, NW, Suite 1-200

Washington, DC 20037





HEMATOLOGY UPDATE

Product Forum Application Agreement

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

Please email your completed 2-page agreement by **Tuesday, January 7, 2025.**

Sponsoring Company:	
Sponsorship:	<input type="radio"/> Lunch Product Forum
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: _____

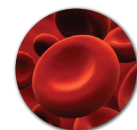
Title: _____

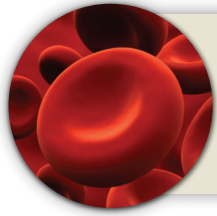
Company | Affiliation: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Telephone: _____ E-mail Address: _____





HEMATOLOGY UPDATE

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 **Hem Update 2025-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: Leo Schargorodski
Email: LSchargorodski@mfa.gwu.edu
Tax ID #: 53-0196584

Paying by credit card:

If you prefer to pay by credit card, please complete the Exhibitor Participation Agreement on page 13 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.

Cancellation Policy

An Exhibitor Sponsor may cancel their Exhibit Space or Sponsorship Opportunity at any time. Refund requests must be submitted in writing to LSchargorodski@mfa.gwu.edu 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

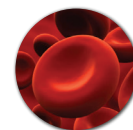
This constitutes the entire agreement between the parties relating to the subject matter hereof. This agreement supersedes all prior understandings, negotiations, and discussions, written or oral, of the parties relating to the agreement. Any alteration or modification of any portion of the agreement 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 **Monday, February 3, 2025**.

Authorized Signature

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

Signature: _____ Date: _____



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 Hematology Update Symposium. Acceptable educational formats for product theaters/forums include presentations by speakers, panel discussions, films, and video presentations. It will not be CME. Attendance at a product theater/product forum can range from 20 to 25 attendees, depending on the topic and sponsored event. Overall attendance at the Hematology Update will be approximately 125 healthcare physicians and other healthcare practitioners.

No other GWCC-sponsored or approved educational programs are scheduled opposite Product Forums. Lunch Product Forums cannot run longer than 1 hour. For lunch sessions, we suggest a 15-Minute registration and reception in the foyer outside the designated function room at the starting time listed, with a hot buffet lunch following the sponsored presentation. Hematology Update will not be responsible to assist with food/beverage selection, all billable items will be the responsibility of the sponsoring organization. The program provider would be responsible for audio visual, food and beverage, content, content development, faculty/presenter, and faculty/presenter honoraria and any other applicable hotel charges related to your event.

- Hematology Update 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 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
- Printed and Online Event Promotion

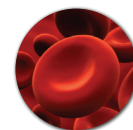
Application Process and Deadline

Product Forum proposals can be submitted using the enclosed Product Forum Application Agreement. The application deadline is **Tuesday, January 7, 2025**. The program provider will be notified of a product forum's acceptance no later than **Thursday, January 16, 2025**.

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 Hematology Update Symposium, present a variety of topics, and do not duplicate the educational content of the Hematology Update 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, January 24, 2025**. If a cancellation notification is received by GWCC before **Friday, January 24, 2025**, 50% of the event fee will be refunded. If the cancellation notification is received by GWCC on or after **Friday, January 24, 2025**, no refund will be granted. 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 2025 Hematology Update Symposium".

The final program information must be submitted by **Thursday, January 30, 2025** 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 Leo Schargorodski at LSchargorodski@mfa.gwu.edu or at +1 202-741-2250.



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.

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.

Social security number

			-				
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or

Employer identification number

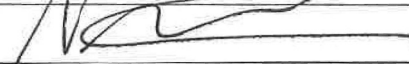
5	3	-	0	1	9	6	5	8	4
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Part II Certification

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**