



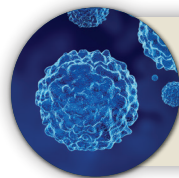
**2021** **HEMATOLOGY**  
& **ONCOLOGY**  
BEST PRACTICES

## Exhibitor | Sponsor Partnership Prospectus

2021 Hematology and Oncology Best Practices

Virtual Conference

August 12 - 20, 2021



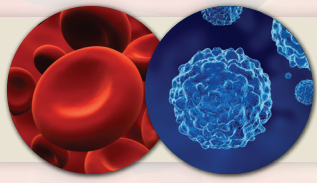
**ONCOLOGY  
UPDATE**

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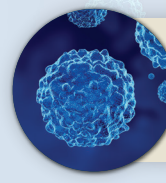
**THE GEORGE WASHINGTON UNIVERSITY**

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WASHINGTON, DC



2021 **HEMATOLOGY  
& ONCOLOGY**  
BEST PRACTICES



**ONCOLOGY  
UPDATE**

Dear Prospective Sponsor Exhibitor,

It is with great pleasure that The George Washington University School of Medicine & Sciences (GW) invites you to join us for the 2021 Hematology and Oncology Best Practices Virtual Conference to be held August 12-20, 2021.

HEMONC Best Practices is an important element in the continuum of physician performance improvement over time. In its 39th year, the course is the well-respected and longest-running, covering Hematology and Oncology. With more than 350 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 program format will be highly interactive, including audience polling 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, Director, Division of Hematology and Medical Oncology at GW and 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

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 **Monday, August 2, 2021**. All virtual exhibits are subject to review by The George Washington University School of Medicine and Health Sciences' Office of Continuing Education in the Health Professions.

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](mailto:LSchargorodski@mfa.gwu.edu) or Bielka Mora at 908-727-3462, [bielka.mora@finaww.com](mailto:bielka.mora@finaww.com) or [MYHEMONC\\_Sponsorship@finaww.com](mailto:MYHEMONC_Sponsorship@finaww.com).

Sincerely,

*Robert S. Siegel, MD*

**Robert S. Siegel, MD**

Course Director

Professor of Medicine

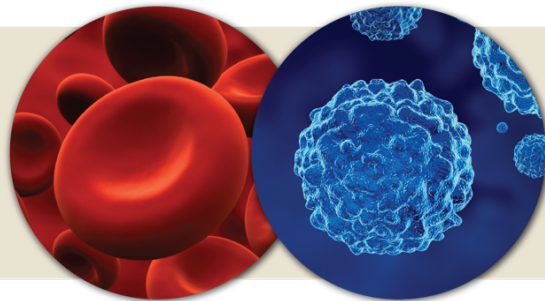
The George Washington University

Associate Center Director, Education and Training

GW Cancer Center

**THE GEORGE  
WASHINGTON  
UNIVERSITY**

WASHINGTON, DC



# 2021 HEMATOLOGY & ONCOLOGY BEST PRACTICES

## Course Agenda

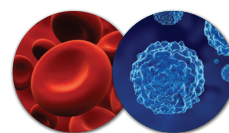
**Course Director:** Robert S. Siegel, MD

*Tentative Agenda is subject to change. All times listed in Eastern Daylight Time (EDT).*

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

### Thursday, August 12, 2021- Day 1: Hematology Session

Time	Topic	Presenter
<b>07:00 - 08:00</b>	<b>Breakfast   Visit MYHEMONC Hub Product Theater Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>
08:00 - 08:10	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:10 - 09:10	Biology of Hematopoiesis	Jerry L. Spivak, MD
09:10 - 10:10	Iron Deficiency and Overload	Victor Gordeuk, MD
<b>10:10 - 10:30</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
10:30 - 11:30	Hemoglobinopathies	Victor Gordeuk, MD
11:30 - 12:15	Anemia of Chronic Illness	Vera Malkovska, MD
<b>12:15 - 12:45</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
<b>12:45 - 14:30</b>	<b>Lunch Review Session 1: Anemias, Bone Marrow Failure, and Sickle Cell Disease Sponsored by: tbd</b>	Moderator: Dr. R. Siegel Dr. V. Gordeuk   Dr. S. Saraf   Dr. I. Tabbara
14:30 - 15:00	Porphyrias	Victor Gordeuk, MD
15:00 - 15:45	Megaloblastic and Sideroblastic Anemias	Vera Malkovska, MD
15:45 - 16:30	Hemolytic Anemia	Imad Tabbara, MD
<b>16:30 - 16:50</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
16:50 - 17:35	Red Cell Enzymes, Membranes, and Metabolism	Imad Tabbara, MD
17:35 - 18:20	Sickling Disorders	Santosh Saraf, MD
<b>18:20 - 18:30</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>18:30 - 19:30</b>	<b>Visit MYHEMONC Hub On-Demand Session Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>



**Friday, August 13, 2021- Day 2: Hematology Session**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
<b>07:00 - 08:00</b>	<b>Breakfast   Visit MYHEMONC Hub Product Theater Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>
08:00 - 08:10	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:10 - 08:45	Mechanisms for Clotting	Nigel S. Key, MD
08:45 - 09:30	The Hemophilias	Nigel S. Key, MD
09:30 - 10:15	Von Willebrand's Disease	Alice Ma, MD
<b>10:15 - 10:35</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
10:35 - 11:15	Acquired Disorders of Coagulation	Alice MA, MD
11:15 - 12:15	Hypercoagulable States	Kenneth A. Bauer, MD
<b>12:15 - 12:45</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
<b>12:45 - 14:15</b>	<b>Lunch Review Session 2: WBC Disorders and Coagulopathy Sponsored by: tbd</b>	Moderator: Dr. R. Siegel Dr. K. Bauer   Dr. N. Key   Dr. B. Macik   Dr. A. Rao
14:15 - 15:00	ITP and Drug-Induced Thrombocytopenia	Robert S. Siegel, MD
15:00 - 16:00	Qualitative Platelet Defects	A. Koneti Rao, MD
<b>16:00 - 16:20</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
16:20 - 17:05	Oral Anticoagulants and Antithrombotic Therapy	B. Gail Macik, MD
17:05 - 17:50	Parenteral Antithrombotics and Thrombolytic Therapy	B. Gail Macik, MD
<b>17:50 - 18:00</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>18:00 - 19:00</b>	<b>Visit MYHEMONC Hub On-Demand Session Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>

**Saturday, August 14, 2021- Day 3: Hematology Session**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
<b>07:00 - 08:00</b>	<b>Breakfast   Visit MYHEMONC Hub Product Theater Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>
08:00 - 08:10	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:10 - 09:05	(Topic: tbc)	(Faculty: tbc)
09:00 - 09:35	(Topic: tbc)	(Faculty: tbc)
09:35 - 10:20	White Cell Disorders	Amy DeZern, MD
<b>10:20- 10:40</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
10:40 - 11:40	Bone Marrow Failure	Amy DeZern, MD
11:40 - 12:05	Consumptive Thrombohemorrhagic Disorders (DIC, TTP, HUS)	Michele Lambert, MD
<b>12:05 - 12:35</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
<b>12:35 - 14:05</b>	<b>Lunch Review Session 3: Thrombocytopenias, Anemias and Myeloproliferative Disease Sponsored by: tbd</b>	Moderator: Dr. R. Siegel Dr. A. DeZern   Dr. M. Lambert   Dr. T. Warkentin
14:05 - 15:05	DIC, HIT, and Limb Gangrene	Theodore Warkentin, MD
15:05 - 15:35	Problems in Hemostasis & Thrombosis	Dr. Lambert   Dr. Siegel   Dr. Warkentin
<b>15:35 - 15:55</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
15:55 - 16:40	Hematologic Complications of Pregnancy	Robert S. Siegel, MD
16:40 - 17:25	ABO Incompatibility and Other Transfusion-Related Issues in Hematopoietic Transplantation	Shelley Kalsi, MD
17:25 - 18:10	Review of Cellular Morphology	Donald Karcher, MD
<b>18:10 - 18:15</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>18:15 - 19:30</b>	<b>Visit MYHEMONC Hub On-Demand Session Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>

**Sunday, August 15, 2021- Day 1: Hematologic Malignancies Session**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
<b>06:30 - 07:30</b>	<b>Breakfast   Visit MYHEMONC Hub Product Theater Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>
07:30 - 07:40	Welcome   Housekeeping Notes	Robert S. Siegel, MD
07:40 - 08:40	Pathology of Lymphomas	L. Jeffrey Medeiros, MD
08:40 - 09:40	Non-Hodgkin's Lymphoma	John Leonard, MD
<b>09:40 - 10:00</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
10:00 - 11:00	Multiple Myeloma, Plasmacytoma, and MGUS	S. Vincent Rajkumar, MD
11:00 - 11:45	Hodgkin's Lymphoma	John Leonard, MD
11:45 - 12:30	Acute Lymphocytic Leukemia	Hagop Kantarjian, MD
<b>12:30 - 13:00</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
<b>13:00 - 14:45</b>	<b>Lunch Review Session 4: Lymphomas, CLL, ALL, CML, Plasma Cell Disorders, and MDS Sponsored by: tbd</b>	Moderator: Dr. R. Siegel Dr. M. Davids   Dr. H. Kantarjian   Dr. J. Leonard   Dr. S. Rajkumar   Dr. M. Sekeres
14:45 - 15:30	Chronic Myeloid Leukemia	Hagop Kantarjian, MD
15:30 - 16:15	Chronic Lymphocytic Leukemia	Matthew Davids, MD
<b>16:15 - 16:35</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
16:35 - 17:20	Myelodysplasia	Mikkael Sekeres, MD
17:20 - 18:05	Waldenstrom's Macroglobulinemia and Amyloidosis	Morie A. Gertz, MD
<b>18:05 - 18:10</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>18:10 - 19:30</b>	<b>Visit MYHEMONC Hub On-Demand Session Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>

**Monday, August 16, 2021- Day 2: Hematologic Malignancies Session**

<b>Time</b>	<b>Topic</b>	<b>Presenter</b>
<b>06:45 - 07:45</b>	<b>Breakfast   Visit MYHEMONC Hub Product Theater Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>
07:45 - 07:50	Welcome   Housekeeping Notes	Robert S. Siegel, MD
07:50 - 08:50	Acute Myeloid Leukemia	Richard Stone, MD
08:50 - 10:05	Bone Marrow Transplantation	F Marc Stewart, MD
<b>10:05 - 10:25</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
10:25 - 11:25	Myeloproliferative Neoplasms	Ayalew Tefferi, MD
11:25 - 12:25	Pharmacology I	Edward Chu, MD
<b>12:25 - 12:55</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
<b>12:55 - 14:40</b>	<b>Lunch Review Session 5: AML, Pharmacology and BMT Sponsored by: tbd</b>	Moderator: Dr. R. Siegel Dr. E. Chu   Dr. F. Stewart   Dr. R. Stone
14:40 - 15:25	Pharmacology II	Edward Chu, MD
15:25 - 16:10	Pharmacology III	Edward Chu, MD
<b>16:10 - 16:30</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
16:30 - 17:15	Palliative Care	Erica Schockett, MD
17:15 - 18:00	Next Gen Sequencing for the Diagnosis and Treatment of Neoplastic Disorders	Skip Burris, MD
18:00 - 18:45	T Cell Therapies for Cancer	Catherine Bollard, MD
18:45 - 19:30	Hematologic Complications of COVID	Emiliano Mugnaini, MD
<b>19:30 - 19:40</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>19:40 - 20:30</b>	<b>Visit MYHEMONC Hub On-Demand Session Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>

## Tuesday, August 17, 2021- Day 1: Oncology Session

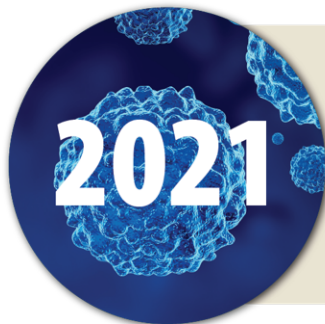
Time	Topic	Presenter
<b>06:45 - 07:45</b>	<b>Breakfast   Visit MYHEMONC Hub</b> <b>Product Theater Sponsored by:</b> tbd	<b>Exhibitors   All Attendees</b>
07:45 - 07:55	Welcome   Housekeeping Notes	Robert S. Siegel, MD
07:55 - 08:55	Familial Cancer Syndromes	Elizabeth Stark, MS, CGC
08:55 - 09:55	(Topic: tbc)	(Faculty: tbc)
09:55 - 10:50	Non-Small Cell Lung Cancer	Bruce E. Johnson
<b>10:50- 11:10</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
11:10 - 11:55	Small Cell Lung Cancer	Bruce E. Johnson, MD
11:55 - 12:40	Adjuvant Therapy For Breast Cancer	Nancy Davidson, MD
<b>12:40 - 13:10</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
<b>13:10 - 14:45</b>	<b>Lunch Review Session 6:</b> Breast Cancer, Lung Cancer and Neuro-Oncology <b>Sponsored by:</b> tbd	Moderator: Dr. R. Siegel Dr. N. Davidson   Dr. M. Gilbert   Dr. C. Isaacs   Dr. B. Johnson
14:45 - 15:30	Metastatic Breast Cancer	Claudine Isaacs, MD
<b>15:30 - 15:50</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
15:50 - 16:35	Neuro-Oncology	Mark Gilbert, MD
16:35 - 17:20	Metastatic Disease to the Brain, Spine, Carcinomatous Meningitis	Mark Gilbert, MD
17:20 - 18:05	Endocrine Malignancies	Anne Gramza, MD
<b>18:05 - 18:15</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>18:15 - 19:30</b>	<b>Visit MYHEMONC Hub</b> <b>On-Demand Session Sponsored by:</b> tbd	<b>Exhibitors   All Attendees</b>

## Wednesday, August 18, 2021- Day 2: Oncology Session

Time	Topic	Presenter
<b>07:00 - 08:00</b>	<b>Breakfast   Visit MYHEMONC Hub</b> <b>Product Theater Sponsored by:</b> tbd	<b>Exhibitors   All Attendees</b>
08:00 - 08:10	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:10 - 08:55	Renal Cell Cancer	Dean F. Bajorin, MD
08:55 - 09:55	Prostate Cancer	Jeanny B. Aragon-Ching, MD
<b>09:55- 10:15</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
10:15 - 11:00	Bladder Cancer	Dean F. Bajorin, MD
11:00 - 11:45	Testicular Cancer and Mediastinal Germ Cell Tumors	Darren Feldman, MD
11:45 - 12:45	Ovarian Cancer	Andrea Wahner-Hendrickson, MD
<b>12:45 - 13:15</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
<b>13:15 - 14:45</b>	<b>Lunch Review Session 7:</b> GU, GYN and GI Tumors <b>Sponsored by:</b> tbd	Moderator: Dr. R. Siegel Dr. J. Aragon-Ching   Dr. D. Bajorin   Dr. A. Wahner-Hendrickson
14:45 - 15:15	Endometrial Cancer	Andrea Wahner-Hendrickson, MD
15:15 - 16:15	Cancer of the Cervix, Vulva, Vagina and Gestational Trophoblastic Tumors	Daniel L. Clarke-Pearson, MD
<b>16:15 - 16:35</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
16:35 - 17:20	Pancreatic Cancer	Hedy Lee Kindler, MD
17:20 - 18:05	Mesothelioma	Hedy Lee Kindler, MD
18:05 - 18:50	Melanoma	F. Stephen Hodi, MD
<b>18:50 - 19:00</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>19:00 - 20:00</b>	<b>Visit MYHEMONC Hub</b> <b>On-Demand Session Sponsored by:</b> tbd	<b>Exhibitors   All Attendees</b>

## Thursday, August 19, 2021- Day 3: Oncology Session

Time	Topic	Presenter
<b>06:30 - 07:30</b>	<b>Breakfast   Visit MYHEMONC Hub Product Theater Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>
07:30 - 07:40	Welcome   Housekeeping Notes	Robert S. Siegel, MD
07:40 - 08:25	Carcinoid Tumors, Carcinoid Syndrome and Pancreatic Neuroendocrine Tumors	Diane Reidy-Lagunes, MD
08:25 - 09:10	Esophageal Carcinoma	David Ilson, MD
09:10 - 09:55	Gastric Cancer	David Ilson, MD
<b>09:55- 10:15</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
10:15 - 11:00	(Topic: tbc)	(Faculty: tbc)
11:00 - 12:00	Adjuvant Therapy for Colon and Rectal Cancer	Daniel G. Haller, MD
12:00 - 12:45	Anal Cancer	Daniel G. Haller, MD
<b>12:45 - 13:15</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
<b>13:15 - 14:05</b>	<b>Lunch Review Session 8: GI, Sarcoma and Palliative Care Sponsored by: tbd</b>	Moderator: Dr. R. Siegel Dr. M. Agulnik   Dr. D. Haller
14:05 - 14:50	Hepatobiliary Cancer	Daniel G. Haller, MD
14:50 - 15:35	Sarcomas	Mark Agulnik, MD
<b>15:35 - 15:45</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>15:45 - 17:00</b>	<b>Visit MYHEMONC Hub On-Demand Session Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>



# ONCOLOGY UPDATE

AUGUST 20, 2021

## Course Agenda

**Course Director:** Robert S. Siegel, MD

*Tentative Agenda is subject to change. All times listed in Eastern Daylight Time (EDT).*

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

Friday, August 20, 2021- Supplemental Lectures Session		
Time	Topic	Presenter
<b>07:00 - 08:00</b>	<b>Breakfast   Visit MYHEMONC Hub Product Theater Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>
08:00 - 08:10	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:10 - 09:10	Updates in Breast Cancer (live Q&A)	Carey K. Anders, MD
09:10 - 10:10	Updates in Lung Cancer (live Q&A)	Benjamin Levy, MD
<b>10:10 - 10:30</b>	<b>Break   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
10:30 - 11:15	(Topic: tbc)	(Faculty: tbc)
11:15 - 12:00	Updates in Urologic Cancer	Jeanny Aragon-Ching, MD
12:00 - 12:45	New Advances in Pharmacology	Edward Chu, MD
<b>12:45 - 13:45</b>	<b>Lunch Panel Discussion Sponsored by: tbd</b>	Moderator: Dr. R. Siegel (Faculty: tbc)
<b>13:45 - 14:15</b>	<b>Lunch   Visit MYHEMONC Hub</b>	<b>Exhibitors   All Attendees</b>
14:15 - 15:00	Telemedicine	Susan Dentzer
15:00 - 15:45	(Topic: tbc)	(Faculty: tbc)
15:45 - 16:30	(Topic: tbc)	(Faculty: tbc)
16:30 - 15:15	COVID 19 and Cancer Therapy	Henry Masur, MD
<b>17:15 - 17:25</b>	<b>Closing Remarks   Adjournment</b>	<b>Robert S. Siegel, MD</b>
<b>17:25 - 18:30</b>	<b>Visit MYHEMONC Hub On-Demand Session Sponsored by: tbd</b>	<b>Exhibitors   All Attendees</b>



## 2021 HEMONC BEST PRACTICES FACULTY

Mark Agulnik, MD  
Jeanny Aragon-Ching, MD  
Dean Bajorin, MD  
Kenneth Bauer, MD  
Catherine Bollard, MD  
Skip Burris, MD  
Edward Chu, MD  
Daniel Clarke-Pearson, MD  
Matthew Davids, MD  
Nancy Davidson, MD  
Susan Dentzer, MD  
Amy DeZern, MD  
Darren R. Feldman, MD  
Morie A. Gertz, MD  
Mark Gilbert, MD  
Victor Gordeuk, MD  
Ann Gramza, MD  
Daniel G. Haller, 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  
Benjamin P. Levy, MD  
Alice Ma, MD  
B. Gail Macik, MD  
Vera Malkovska, MD  
Henry Masur, 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  
F. Marc Stewart, MD  
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, Training and Network Development for the GW's 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 has been chairman of the Cancer Committee since 1987.

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 has been Director of the Oncology Unit since its inception in 1984. 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 VIRTUAL FORMAT

We are pleased to announce that we have partnered with ETHOS CE and Cvent to produce a state-of-the-art virtual event platform. The virtual platform will provide an interactive experience for participants with a blend of on-demand and live-streamed educational sessions, live Q&A polling and chats, and a Virtual Exhibit Hub.

Our virtual conference will provide a platform to reach physicians who may not attend traditional conferences, due to time and travel constraints. It provides physicians the opportunity to participate from the convenience of their office or home and enables you to interact with them. Just like HEMONC Best Practices in-person conferences, you are able to present product and service information to physicians, strengthen your company and brand recognition and generate leads in a cost-effective environment.

At the close of the conference, you will receive real-time data about your exhibit booth attendees.

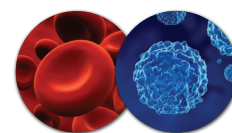
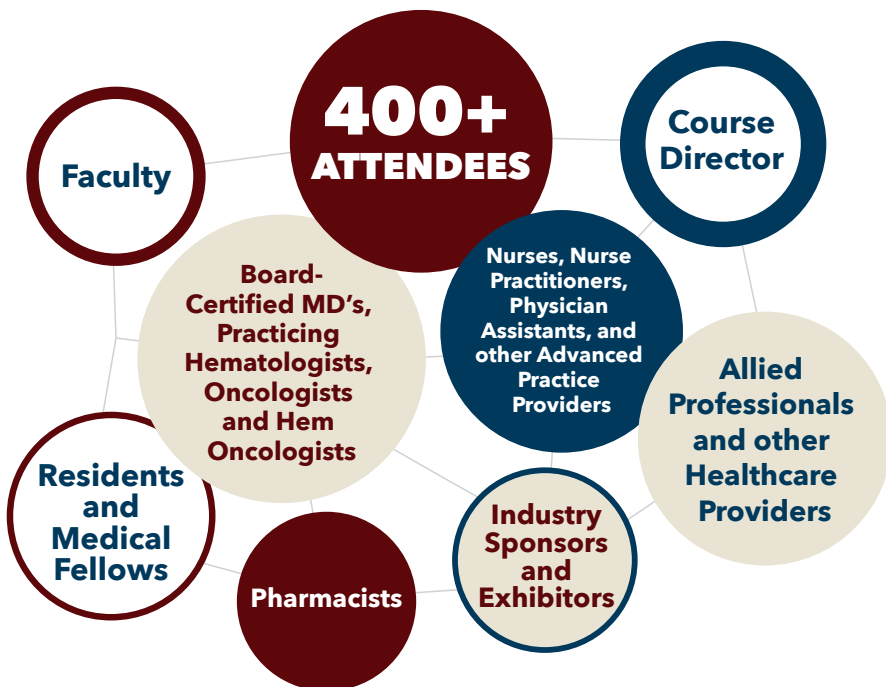
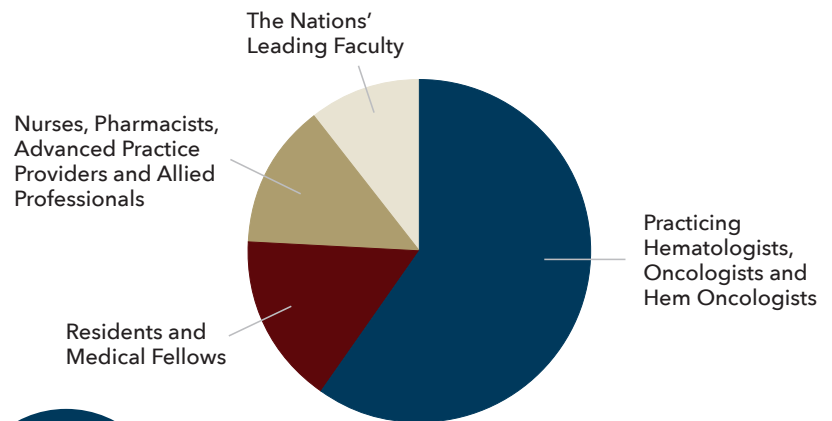
This conference will be a recorded livestream. The recording will be available for a year post conference. Beyond the live day interaction, the virtual conference will remain available to attendees "on-demand" for (2) two weeks, further enhancing your exposure to this audience.

## WHO ATTENDS HEMONC BEST PRACTICES?

The target audience remains to be the Hematology and Oncology practitioner. In 2020, over **400+** were in attendance including:

- **260** Practicing Hematologists, Oncologists and Hem Oncologists
- **70** Residents and Medical Fellows
- **60** Nurses, Pharmacists, Advanced Practice Providers and Allied Professionals
- **45** of the Nations' Leading Faculty

Connect with approximately **70** hard-to-reach physicians at the beginning of their careers who have not yet developed brand loyalty.



# EXHIBITING VIRTUALLY

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.

## Why Exhibit This Year?

- Educate physicians and other healthcare professionals about your company's products and services from the comfort of your home
- 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

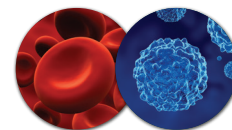
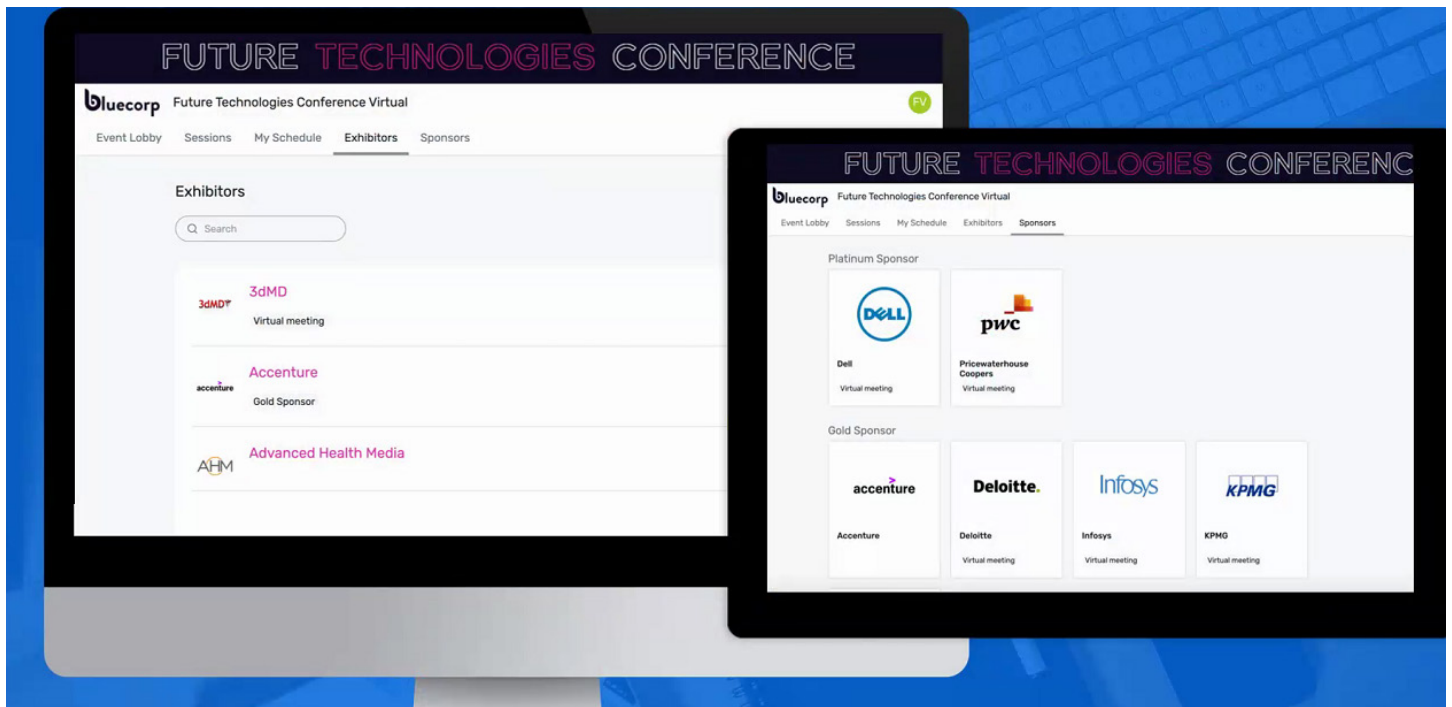
## Exhibit Booth

The virtual exhibit hub will allow you to display your products or services. Explore the various exhibit opportunities available to your company.

## Exhibiting Rates:

Standard Booth **\$5,000** (9 days) | Includes 2 booth representatives  
Additional Representative **\$250** per virtual booth representative

# VIRTUAL EXHIBIT HUB



# VIRTUAL EXHIBIT BOOTH

Your Virtual Exhibit Booth will have ability to:

- Upload company, add website and social media links
- Upload product, sales materials and videos to share with attendees visiting your booth
- Join Virtual Meeting Rooms for 1:1 chats, schedule appointments, and attendees can send exhibitor messages throughout the conference days

## Pre-Event Promotion

- Recognition on virtual event platform, social media, and email marketing campaigns

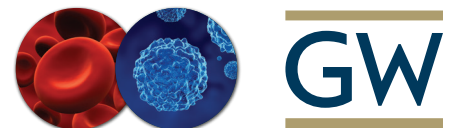
## During Virtual Conference

- Extended Break Times between sessions giving you networking opportunities with attendees

## Post-Event Data

- Full list of all participants that visited your booth and downloadable assets and other features

The image displays several screenshots from a virtual event platform. The top left screenshot shows a booth for the Direct Marketing Fundraisers Association (DMFA) with a description and social media links. The top right screenshot shows a calendar view for the BlueCorp Future Technologies Conference. The middle left screenshot shows a 'Meet Now' button and a 'Request more information' form. The middle right screenshot shows a 'Request more information' form with a text input field and a 'Send message' button. The bottom left screenshot shows a booth for CAB EXPO with a 'Request more information' form and a 'Send message' button. The bottom right screenshot shows a 'Request more information' form with a text input field and a 'Send message' button.



## VIRTUAL EXHIBIT TIMES

Please Note: Exhibit Times are subject to change.

Thursday, August 12, 2021	07:00 - 19:30
Friday, August 13, 2021	07:00 - 19:00
Saturday, August 14, 2021	07:00 - 19:30
Sunday, August 15, 2021	06:30 - 19:30
Monday, August 16, 2021	06:45 - 20:30
Tuesday, August 17, 2021	06:45 - 19:30
Wednesday, August 18, 2021	07:00 - 20:00
Thursday, August 19, 2021	06:30 - 17:00
Friday, August 20, 2021	07:00 - 17:00

## VIRTUAL EXHIBIT SET-UP

We will send you Instructions for your virtual booth set-up and how to upload promotional materials. Virtual booths must be fully set-up no later than **Friday, August 6, 2021**. We will be launching the HEMONC Best Practices | Virtual Exhibit Hub event site before the conference dates, so the registered attendees can book their exhibitor appointments in advance.

## VIRTUAL EXHIBIT BOOTH STAFFING

Each virtual booth must be fully operational and staffed during the open exhibit hours. Exhibitor Booth Staff must be registered to attend the program. Instructions for uploading your staff list will be sent to all participating virtual exhibitors.

## EXHIBITOR | SPONSORSHIP BENEFITS

When joining 2021 HEMONC, your benefits include:

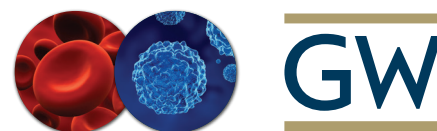
**Virtual Exhibit Booth:** The virtual exhibit booth will allow you to display your products or services; highlight your offerings by providing information and promotional content for interested attendees. Increase your visibility to attendees and explore the various exhibit opportunities available to your company.

**Post-Event Exposure:** The virtual conference will take place August 12-20, 2021 and will remain open for (2) two weeks after the conclusion of the live event. The virtual platform will allow attendees the opportunity to browse your display and download information when they return to view the recorded virtual conference sessions.

**Show Bag | Download Materials:** Attendees can download (i.e., educational sheets, promotional materials, videos, and links) in an online folder that can be downloaded or sent to personal email.

**Pre-Recorded Videos:** Exhibitors can place a video prominently within their virtual booth, such as a product and services, informational, of welcome video, to engage attendees that visit. Videos must be five minutes or less in length.

**Inbound Exhibitor Leads:** The Virtual Exhibit Hub platform helps exhibitors drive inbound leads by letting attendees submit their interests and instantly share their contact information directly to exhibitors. Please note that we will provide the attendee to "opt out", if they do not wish you share their contact information.



**Gamification:** The platform will promote a “Leaderboard” that will drive attendees to visit our Exhibit Hub and track their activities throughout the conference days. Attendees will receive points for completing actions such as networking with exhibitors, answering surveys and asking questions during the scheduled Educational and Sponsored Sessions.

**Engagement Scoring:** Engagement scoring gives your sales and marketing teams a simple, actionable view of attendee activity for faster and smarter follow-ups.

**Exhibit Hub Activity Reporting:** We can help you prove the value of the attendee participation by capturing the right data, such as which attendees engaged with your staff, when the interaction happened, and what activities the attendees opted to take throughout the conference days. Please note that we will provide the attendee to “opt out”, if they do not wish you share their contact information.

## **SPONSORSHIP OPPORTUNITIES**

Sponsoring GW’s 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.

### **Breakfast Product Theater | \$10,000 per session | 60-minute Duration**

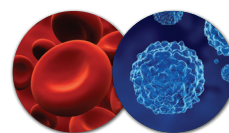
Product Theaters are a great opportunity for exhibitors to reach attendees beyond their booth space and present up-to-date information on their company’s products and services to our audience of Hematology and Oncology clinicians, internal medicine physicians, nurses, physician assistants, and other healthcare professionals. These sessions can take place before each Educational Session day. Timeslot is for 60 minutes. These sessions can be pre-recorded or live. As attendees log into your session and wait for it to start, a video can be played during this time to showcase your company and offerings.

#### **For the Product Theater Sponsor, your company will receive the following:**

- Product Theater promotion (3) three email blasts to all registered attendees highlighting your session
- Product Theater and Social Media promotion
- Highlights on the HEMONC Best Practices website and in meeting downloadable course materials
- Premium exhibit booth placement in the virtual exhibit hall
- Registration Management and Support

#### **The Sponsor will be responsible for:**

- Additional virtual presentation needs not provided with theater package
- Content, content development and presentation
- Audio-Visual needs for the session
- Faculty and Faculty Honoraria
- Virtual Product Theater set-up



To apply for a Product Theater session, please contact Bielka Mora at 908-727-3462 or please complete the online Exhibitor | Sponsor Partnership Application at this link - [Sponsor Exhibitor Application Link](#)

**Please Note:**

- Product Theaters 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 Theaters 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 may not offer CME credit
- Product Theaters will be conducted during times that do not conflict with CME sessions. All space and time-slots 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 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

**Lunch Review Sessions or Lunch Panel Discussions | \$10,000**

Sponsor recognition and company logo will be featured under this LIVE session on the HEMONC Best Practices event page. Attendees will be able to be routed directly to the Sponsor’s virtual exhibitor booth and access their uploaded materials and social media links. As attendees log into your session and wait for it to start, a video can be played during this time to showcase your company and offerings.

**On-Demand Sessions | \$7,500 | 60-Minute Duration**

These sessions can take place after the closing of each conference day. These sessions will be released for on-demand viewing and Exhibitor staff can answer questions up to 30 minutes. Due to the promotional aspect of this session, it may not offer CME credit. As attendees log into your session and wait for it to start, a video can be played during this time to showcase your company and offerings.

**MYHEMONC Social Media Ad Package | \$3,000**

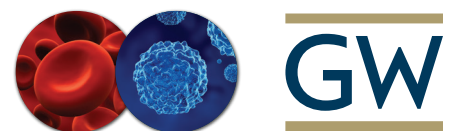
Don’t miss out on an advertising opportunity to promote your product, service at the 2021 HEMONC Best Practices virtual conference on MYHEMONC’s social media (Facebook, Instagram, Twitter and LinkedIn). Your ad will begin running in July 21, 2021 through August 21, 2021 – 1 month of advertising. Your leaderboard ad will appear on the MYHEMONC.com micro site.

**MYHEMONC Platform Banner Ad Package | \$3,000 (maximum of 2 rotating banners)**

Your company presence will be known whenever an attendee visits the MYHEMONC micro site. Your banner may link out to your website or microsite and will remain live until August 21, 2021.

**MYHEMONC Exhibit Hub Extended Access | Fee - TBC (post-event 2-month access pass)**

The virtual platform will allow you to connect with On-Demand Home Study customers. Attendees will obtain post-event information related to new product launches, product updates, disease state education and other scientific information. The attendees would have the opportunity to browse your display, download information, and view the recorded virtual conference sessions.



## SPONSOR PARTNERSHIP PACKAGES

Sponsoring GW's 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 on the **MYHEMONC** website and **2021 HEMONC Best Practices Virtual Conference** platform. (Sponsorship must be secured by **Monday, August 2, 2021**)

Additional recognition of support will be noted under each Sponsorship opportunity.

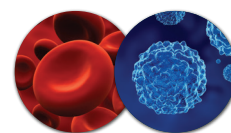
Sponsor Partnership Level	Elite	Grand	Premium	Executive
	\$25,000	\$15,000	\$7,000	\$6,000
Recognition at start of each conference day, including PPT presentation with Company Name and Sponsorship Level	✓	✓	✓	✓
Acknowledgement in Online Materials	✓	✓	✓	✓
Recognized by Sponsorship Level on Sponsor Page	✓	✓	✓	✓
Company Logo and Profile on Virtual Hub Website	✓	✓	✓	✓
Complimentary Exhibit Hub Access Passes	4	4	2	2
Complimentary Exhibit Hub Placement	✓	✓	✓	✓
Automatic inclusion in the Exhibit Hub Raffle	✓	✓	✓	✓
MYHEMONC Social Media ads (Facebook, Instagram, Twitter and LinkedIn) (1) One month of advertising (July 21-August 21)	✓	✓		
Recognized as a "Featured" Sponsor on the Event Home Page and Event App	✓	✓		
MYHEMONC Platform Banner Ads Your banner may link out to your website and remain live until August 21, 2021	✓			
Recognized as a "Showcase" Sponsor on the Event Home Page	✓			

## PREVIOUS EXHIBITOR | SPONSOR PARTNERSHIPS

Abbvie  
Astellas Pharma  
Bayer  
EUSA Pharma  
Daiichi-Sankyo  
Exelixis  
Guardant Health  
Janssen Biotech  
Merck  
Pharmacyclics  
Seattle Genetics  
Tesaro Biopharmaceutical

Amgen  
AstraZeneca Women's C&H  
Boehringer-Ingelheim  
Celgene Corporation  
Eisai  
Genentech  
Heron Therapeutics  
Jazz Pharmaceuticals  
Novartis  
Rigel Pharmaceuticals  
Taiho Oncology

Array Biopharma  
AstraZeneca Lung Cancer  
Bristol-Myers Squibb  
Clovis Oncology  
EMD Serono  
Gilead Sciences  
Incyte  
Lilly Oncology  
Pfizer  
Sanofi Genzyme  
Takeda Oncology





## VIRTUAL CONFERENCE FEES | APPLICATION DEADLINE

If you have any questions about the Virtual Exhibit Hub or our Sponsorship Packages, please contact our conference organizers at [MYHEMONC\\_Sponsorship@finaww.com](mailto:MYHEMONC_Sponsorship@finaww.com) or Bielka Mora at 908-727-3462, [bielka.mora@finaww.com](mailto:bielka.mora@finaww.com).

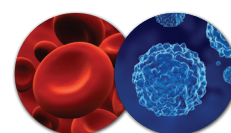
Please complete your online Exhibitor | Sponsor Partnership Application by **Friday, July 23, 2021**. All Sponsorship Opportunities are limited and will be assigned on a first-come, first-served basis at GW's discretion.

You can access the application by clicking the link below - [Sponsor Exhibitor Application Link](#)

Industry Registration Fees	Early Please register by July 15, 2021	Late Please register by August 10, 2021
HEMONC Best Practices (9-Day Course)	\$2,350	\$2,550
Hematology Best Practices (5-Day Course)	\$1,525	\$1,800
Oncology Best Practices (5-Day Course)	\$1,525	\$1,800

Virtual Exhibit Booth	Fees
Book Vendor for 9 days - Max 2 Reps   Additional Representative: \$250	\$1,500
Exhibit Only for 9 days - Max 2 Reps   Additional Representative: \$250	\$5,000

Sponsorship Opportunities	Fees
Exhibitor Product Theater - 60-minute Duration	\$10,000
Lunch Review Session or Lunch Panel Discussion	\$10,000
On-Demand Sessions - 60-minute Duration	\$7,500
Social Media Ad Package (advertising will be running for 1 month)	\$3,000
MYHEMONC Platform Banner Ad Package (maximum of 2 rotating banners)	\$3,000
MYHEMONC Exhibit Hub Extended Access (post-event 2-month access pass)	Fee - TBC



## EXHIBIT 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](mailto:LSchargorodski@mfa.gwu.edu)

**Bielka Mora** | HEMONC Best Practices Program Lead  
Telephone: 908-727-3462 | Email: [MYHEMONC\\_Sponsorship@finaww.com](mailto:MYHEMONC_Sponsorship@finaww.com)

Please note: Exhibitor | Sponsorship payments must be received by **Monday, August 2, 2021**.

### Please make check payable to:

The George Washington University

Note: Please ensure your check includes GW's internal reference code **HemOnc 2021-Exhibit**, so this check is properly credited internally.

### Please mail checks to:

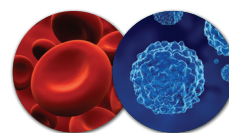
The George Washington University School of Medicine and Health Services  
2300 Eye Street, NW | Ross Hall- Suite 710  
Washington, DC 20052

**Attention:** Sandra Carter, Senior Administrative Assistant - VPHA  
Telephone: 202-994-7592 | Email: [sanfcarter@gwu.edu](mailto:sanfcarter@gwu.edu)  
Tax ID #: 53-0196584

### If you prefer to send an ACH Transfer Wire, below is the banking information:

Beneficiary Account #:	53 0355 3334
Beneficiary Acct Type (for ACH):	Checking
Beneficiary Account Name:	The George Washington University
Beneficiary Address:	1918 F Street, NW Washington, DC 20052
Bank Name:	PNC Bank
Bank Address:	800 17th Street, NW Washington, DC 20006
ABA Routing # (for ACH):	054 000 030
ABA Routing # (for wires):	031 000 053
SWIFT Code:	PNCCUS33
Recipient Email:	<a href="mailto:sanfcarter@gwu.edu">sanfcarter@gwu.edu</a>

Note: Please ensure to include in your ACH/Wire note GW's internal reference code **HemOnc 2021-Exhibit**, so this transaction is properly credited internally.



## 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 the 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 within 30 days

## 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.

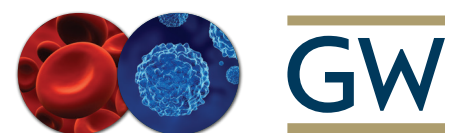
Notwithstanding company's employees, agents or subcontractors shall hold confidential and shall not, directly or indirectly, disclose, publish, or use for the benefit of any third party or itself, any confidential or proprietary information of The George Washington University, HEMONC Best Practices, 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
- Virtual Exhibits 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 On-Demand Session 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 a virtual 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 virtual exhibits 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.

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](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. THE GEORGE WASHINGTON UNIVERSITY	
<b>2</b> Business name/disregarded entity name, if different from above	
<b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ <b>Note:</b> 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 <b>not</b> 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. <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>TAX EXEMPT 501(C)(3)</b>	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) <u>  1  </u>  Exemption from FATCA reporting code (if any) <u>  A  </u>  <small>(Applies to accounts maintained outside the U.S.)</small>
<b>5</b> Address (number, street, and apt. or suite no.) See instructions. C/O TAX DEPARTMENT, 45155 RESEARCH PLACE, SUITE 260	Requester's name and address (optional)
<b>6</b> City, state, and ZIP code ASHBURN, VA 20147	
<b>7</b> List account number(s) here (optional)	

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *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.

<b>Social security number</b>									
					-				
<b>or</b>									
<b>Employer identification number</b>									
5	3	-	0	1	9	6	5	8	4

**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.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶	1/7/21
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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: **GW School of Medicine and Health Sciences**  
 Contact Person/Phone/Email: **Sandra Carter 202-994-7592 sanfcarter@gwu.edu**  
 Mailing Address:  
**2300 Eye St NW  
 Ross Hall 710  
 Washington DC 20052-0001**