

# ONCOLOGY UPDATE

## Exhibitor | Sponsor Partnership Prospectus

2022 Oncology Update Symposium

The Ritz-Carlton, Tysons Corner  
McLean, Virginia

Saturday, July 9, 2022

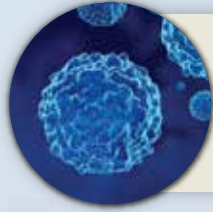
Link: [Exhibitor Sponsor Partnership Application](#)

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THE GEORGE WASHINGTON UNIVERSITY

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WASHINGTON, DC



# ONCOLOGY UPDATE

Dear Prospective Sponsor Exhibitor,

The George Washington University School of Medicine & Sciences (GW) and the Katzen Cancer Research Center invite you to join us for the 2022 Oncology Update Symposium to be held on **Saturday, July 9, 2022** at **The Ritz-Carlton, Tysons Corner** in McLean, Virginia.

This symposium offers practicing clinicians the most recent abstracts and guidelines presented at the recent major Oncology meetings. Our faculty experts will deliver the most relevant, cutting-edge science in oncology 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.

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 Oncology 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, Director, Division of Hematology and Medical Oncology at GW and will be your Course Director for this program. He will be joined by a faculty of leading experts in Oncology. Our expert faculty will cover topics in: Breast Cancer | Lung Cancer | Melanoma | GI Oncology | Urologic Cancer | Pharmacology | Cell Therapy | Gynecologic Oncology | Radiation Oncology | COVID-19 and Cancer Therapy

Exhibit sales are underway, and space is limited. The exhibit fee is \$4,000. Breakfast, Morning/Afternoon 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 - [Oncology Update Sponsor Exhibitor Application](#)

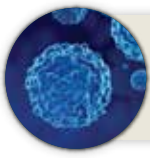
Please submit your payment to GW by **Monday, June 20, 2022**. All exhibits are subject to review by The George Washington University School of Medicine and Health Sciences' Office of Continuing Education in the Health Professions.

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](mailto:LSchargorodski@mfa.gwu.edu) or the FINA Logistics Conference Services Team at [HEMONCBP\\_Sponsorship@finawww.com](mailto:HEMONCBP_Sponsorship@finawww.com).

**Leo Schargorodski**

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





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

**Course Syllabus**

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

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

Saturday, July 9, 2022 - Oncology Update Session		
TIME	TOPIC	PRESENTER
07:00 AM – 08:00 AM	Breakfast   Visit Exhibit Hall	Exhibitors   Attendees
07:00 AM – 08:00 AM	Breakfast Product Theater Hosted by (tbc)	Exhibitors   Attendees
08:00 AM – 08:10 AM	Welcome   Housekeeping Notes	<b>Robert S. Siegel, MD</b> Professor of Medicine, Associate Center Director of Education and Training The George Washington University, GW Cancer Center
08:10 AM – 09:00 AM	Updates in Breast Cancer	<b>William J. Gradishar, MD</b> Betsy Bramsen Professor of Breast Oncology, Chief of Hematology/Oncology Northwestern University Feinberg School of Medicine
09:00 AM – 09:45 AM	Updates in Lung Cancer	<b>Benjamin Levy, MD</b> Associate Professor The Johns Hopkins School of Medicine
09:45 AM – 10:05 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
10:05 AM – 11:00 AM	Updates in GI Oncology	<b>George Kim, MD</b> Associate Professor of Medicine The George Washington University
11:00 AM – 11:45 AM	Updates in Urologic Cancer	<b>Jeanny B. Aragon-Ching, MD, FACP</b> Clinical Program Director of Genitourinary Cancers Inova Schar Cancer Institute
11:45 AM – 12:30 PM	New Advances in Pharmacology	<b>Edward Chu, MD, MMS</b> Director, Albert Einstein Cancer Center and Vice-President of Cancer Medicine Albert Einstein Cancer Center, Albert Einstein College of Medicine
12:30 PM – 02:00 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
12:30 PM – 02:00 PM	Product Theater Hosted by (tbc)	Exhibitors   Attendees
02:00 PM – 02:45 PM	Updates on Cell Therapies Beyond T Cells and Beyond Cancer	<b>Catherine Bollard, MBChB, MD, FRACP, FRCPA</b> Professor of Pediatrics and Director, Center for Cancer and Immunology Research Children's National and The George Washington University
02:45 PM – 03:30 PM	Updates in Gynecologic Oncology	<b>Nicole Chappell, MD</b> Division Director Gynecologic Oncology The George Washington University, GW Cancer Center
03:30 PM – 04:30 PM	Modern Principles of Radiation Oncology	<b>Yuan James Rao, MD</b> Assistant Professor of Radiology Director of Brachytherapy The George Washington University Medical Center, GW Cancer Center
04:30 PM – 5:20 PM	COVID-19 and Cancer Therapy	<b>Emiliano Mugnaini, MD, PhD</b> Assistant Professor Washington DC VA Medical Center
05:20 PM – 05:30 PM	Closing Remarks   Adjournment	<b>Robert S. Siegel, MD</b> Professor of Medicine, Associate Center Director for Education and Training The George Washington University, GW Cancer Center
05:30 PM – 06:30 PM	Farewell Break   Visit Exhibit Hall	Exhibitors   Attendees

## 2022 ONCOLOGY UPDATE FACULTY

Jeanny Aragon-Ching, MD

Catherine Bollard, MD

Nicole Chappell, MD

Edward Chu, MD

William J. Gradishar, MD

George Kim, MD

Benjamin P. Levy, MD

Emiliano Mugnaini, MD

Yuan James Rao, MD

## ONCOLOGY 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, 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.

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.



**Robert S. Siegel, MD**



## WE ARE BACK! OUR LIVE FORMAT

We are pleased to announce that we will be hosting this year's symposium live! The live format will provide a face-to-face engaging experience including:

- **LIVE** Educational Sessions
- **LIVE** Q&A Sessions
- **LIVE** 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.

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

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

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.

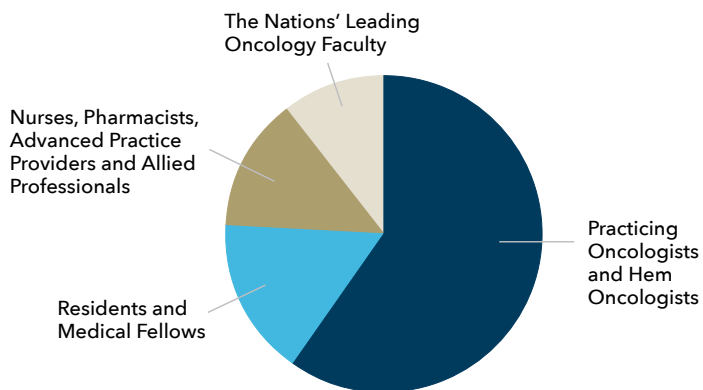
This symposium will be a recorded. The recording will be available for a year post conference. Beyond the live day interaction, the conference will remain available to HCP and industry conference registrant attendees "on-demand" after the conference days.

## WHO ATTENDS ONCOLOGY UPDATE?

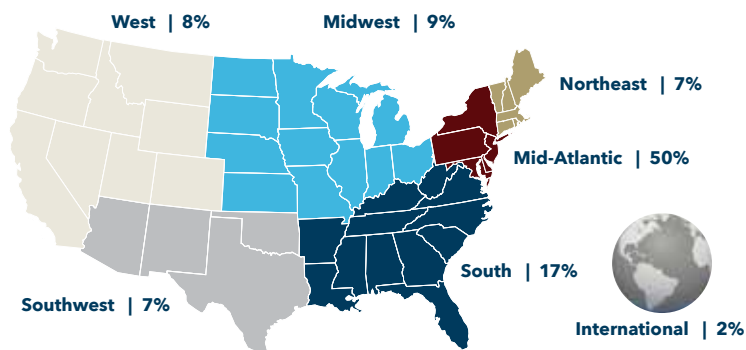
The target audience remains to be the Oncology practitioner. In 2021, over **150+** were in attendance including:

- **80** Practicing Oncologists and Hem Oncologists
- **50** Residents and Medical Fellows
- **25** Nurses, Pharmacists, Advanced Practice Providers and Allied Professionals
- **10** of the Nations' Leading Faculty

Connect with approximately **80** hard-to-reach practicing physicians.



## Attendee Breakdown by Region



## EXHIBIT BOOTH

**Oncology Update** is a great opportunity to gain visibility to promote your company's brand, products, and services directly to our audience of physicians and other healthcare professionals.

### 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
- Daily Continental Breakfast, Morning/Afternoon Refreshments and Lunch
- 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   **\$500**

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

The Exhibit Booth must be fully set-up no later than **Saturday, July 9, 2022** by **7:00 am**. We will be launching the Sponsored Events registration site before the conference dates (mid-June), so the registrants can pre-register for their sponsored events in advance. All exhibits must be set (1) hour prior to the Educational Session start time. Please refer to the exhibit hall schedule below:

PROGRAM DATE	BOOTH SET-UP TIMES	EXHIBIT HALL ACCESS   NETWORKING BREAKS	BREAKFAST PRODUCT THEATER	EDUCATIONAL SESSIONS	LUNCH PRODUCT FORUM
Saturday, July 9 <sup>th</sup>	06:00 AM - 07:00 AM	<b>07:00 AM - 07:00 PM</b> 09:45 AM - 10:05 AM 12:30 PM - 2:00 PM 05:30 PM - 06:30 PM	07:00 AM - 08:00 AM	08:00 AM - 05:30 PM	12:30 PM - 02:00 PM

## 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 2022 participating Sponsor Exhibitors. All exhibitors will be in the Refreshments area.





## SPONSORSHIP OPPORTUNITIES

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

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

**Lunch Product Forum | \$15,000 per session | 90-minute Duration**

Product Theater or Lunch Product Forum 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 Oncology clinicians, internal medicine physicians, nurses, physician assistants, and other healthcare professionals. The Breakfast Product Theater session can take place before the start of the Educational Session day. Timeslot is for 60 minutes. The Lunch Product Forum will take place during the lunch break. Lunch Product Forum session is for 90-minutes. These sessions must be scheduled live, designed for a maximum of (30) attendees and topic/date must be approved in advance. As attendees get seated for your session and wait for it to start, a video can be played during this time to showcase your company and offerings. Limited space is available, first-come, first-serve basis.

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

- Product Theater promotion (3) three email blasts to all registered attendees highlighting your session
- 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

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

- Additional presentation needs not provided with Sponsored Event package
- Content, content development and presentation
- Audio-Visual and Catering needs for the session. A minimum food & beverage order will be required and will be confirmed after Sponsored Event approval
- Faculty and Faculty Honoraria
- Theater or Crescent Rounds room set-up

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

### **Please Note:**

- Product Theater and Product Forum are limited and will be assigned on a first-come, first-served basis at GW's discretion
- You must be a registered Oncology Update exhibitor to apply for a slot for a Product Theater/Product Forum
- Product Theaters and Product Forums are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Due to the promotional aspect, Product Theaters/Product Forums may not offer CME credit
- Product Theaters and Product Forums will be conducted during times that do not conflict with CME sessions. All space and timeslots will be scheduled by GW
- All products and services discussed shall be directly related to Oncology, and must be of professional and educational benefit or interest to meeting participants



- All promotional and marketing materials must be approved by GW prior to distribution
- All material must contain the following statement: "The Product Theater (or Product Forums) content and views expressed therein are those of the Sponsor and not of The George Washington University. This session is not part of the educational program and does not provide CME credit."
- This agreement shall not constitute or be considered a partnership, joint venture, or agency The George Washington University and the Sponsoring Company

## SPONSORSHIP PARTNERSHIP PACKAGES

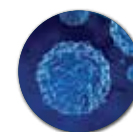
Sponsoring Oncology Update gives your company direct access to the key leaders in the medical and scientific communities to promote new products and services, build relationships, reinforce your brand, and demonstrate your commitment to improving the lives and quality of care for patients.

Our Sponsor Exhibitors will receive acknowledgment during the symposium. Sponsorship payments must be received by **Monday, June 20, 2022**. Additional recognition of support will be noted under each Sponsorship opportunity.

Sponsor Partnership Level	Elite	Grand	Premium
	\$15,000	\$10,000	\$7,000
Acknowledgment slide announcement during Educational Sessions, including Company Name and Sponsorship Level	✓	✓	✓
Sponsor Acknowledgment in Online Course Syllabus	✓	✓	✓
Acknowledgment on HEMONCBP.com event site	✓	✓	✓
Complimentary Exhibit Hall Premier Placement	✓	✓	
Complimentary Exhibit Hall Access Passes	6	4	
HEMONCBP Social Media Ads (Facebook, Instagram, Twitter and LinkedIn) (4) Promotional Sponsor Ads running from June 9 - July 9	✓		
Recognized as a "Showcase" Sponsor on Event Signage and Pre-Event Attendee Correspondence	✓		

## PREVIOUS EXHIBITOR | SPONSOR PARTNERSHIPS

Abbvie	ADC Therapeutics	Amgen
Array Biopharma	Astellas Pharma US	AstraZeneca Women's C&H
AstraZeneca Lung Cancer	Bayer	BeiGene USA
Boehringer-Ingelheim	Bristol-Myers Squibb	Carus Life
Celgene Corporation	Clovis Oncology	Daiichi-Sankyo
Eisai	EMD Serono	EUSA Pharma
Exelixis	Foundation Medicine	Genentech
GSK	Gilead Sciences	Guardant Health
Heron Therapeutics	Incyte	Janssen Biotech
Jazz Pharmaceuticals	Karyopharm Therapeutics	Kite
Lilly Oncology	Merck	MorphoSys
Novartis	Pfizer	Pharmacyclics
Regeneron	Rigel Pharmaceuticals	Sanofi Genzyme
Seagen	Seattle Genetics	Taiho Oncology
Takeda Oncology	Tempus	Tesaro





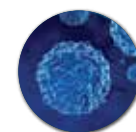
## EXHIBITOR CONFERENCE FEES | APPLICATION DEADLINE

If you have any questions about our Sponsorship Packages, please contact our conference organizers at [HEMONCBP\\_Inquiries@finaww.com](mailto:HEMONCBP_Inquiries@finaww.com). Please complete your online Exhibitor | Sponsor Partnership Application by **Wednesday, June 1, 2022**. 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	Early Please register by June 15, 2022	Late Please register by July 1, 2022
Oncology Update (1-Day Course)	\$700.00	\$800.00

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

Sponsorship Opportunities   Sponsorship Packages	Fees
Breakfast Product Theater   60-minute Duration	\$8,500.00
Lunch Product Forum   90-minute Duration	\$15,000.00
Elite Sponsorship Package	\$15,000.00
Grand Sponsorship Package	\$10,000.00
Premium Sponsorship Package	\$7,000.00



## EXHIBITOR SPONSORSHIP CONTACTS | SPONSORSHIP PAYMENT

If you have any additional questions, please contact:

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

Email: [LSchargorodski@mfa.gwu.edu](mailto:LSchargorodski@mfa.gwu.edu)

### FINA Logistics Conference Services Team

Telephone: 908-727-3462 | Email: [HEMONCBP\\_Sponsorship@finaww.com](mailto:HEMONCBP_Sponsorship@finaww.com)

Please note: Exhibitor | Sponsorship payments must be received by **Monday, June 20, 2022**.

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

Note: Please ensure your check includes GW's internal reference code **Onc Update 2022-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 20052-0001

Attention: GW School of Medicine and Health Sciences- Finance Department

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: [LSchargorodski@mfa.gwu.edu](mailto:LSchargorodski@mfa.gwu.edu)

Note: Please ensure to include in your ACH/Wire note GW's internal reference code **Onc Update 2022-Exhibit**, so this transaction is properly credited internally.

## GENERAL INFORMATION

### Program Date

- Oncology Update (1-Day Course): Saturday, July 9, 2022

### Program Location

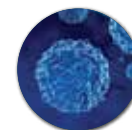
This year's program will be held at:

#### The Ritz-Carlton Tysons Corner

1700 Tysons Boulevard, McLean, VA 22102

Phone: +1-703-506-4300

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



## Room Reservations

- The group room rate is **\$189.00** per night, plus 13% room tax
- Group Name: GW Oncology Update | Group Code: (TBC)
- 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 Friday, May 13, 2022. You can call +1-703-506-4300 and refer to group code (to be confirmed on May 13<sup>th</sup>). Individual guestroom reservations may also be booked on the Reservations page of [www.ritzcarlton.com](http://www.ritzcarlton.com) by entering the assigned group code
- You will be required to guarantee your room reservation with a major credit card when booking your reservation
- All reservations should be received by the Hotel no later than **Tuesday, June 21, 2022**

## Travel | Hotel Accommodations | Onsite Meals

- Exhibitor fees include daily Continental Breakfast, Morning/Afternoon Break Refreshments and Lunch. We ask Exhibitors to wait until HCP attendees have selected their refreshments/meals
- Exhibitor fees exclude hotel accommodations, incidentals 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](mailto: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.

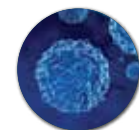
Notwithstanding company's employees, agents or subcontractors shall hold confidential and shall not, directly or indirectly, disclose, publish, or use for the benefit of any third party or itself, any confidential or proprietary information of The George Washington University, Oncology Update, without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

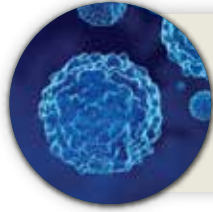
Violation of any part of this agreement, or any part of the regulations adopted by the Lessor, shall, at the election of Office of CEHP, GW cause this agreement to become null and void. In such event, all sums previously paid for or contracted to be paid under this agreement shall be assigned, or otherwise 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.





# ONCOLOGY UPDATE

## Product Forum Application Agreement

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

Please email your completed 2-page agreement to [HEMONCBP\\_Sponsorship@finaww.com](mailto:HEMONCBP_Sponsorship@finaww.com) by **June 1, 2022**.

Sponsoring Company:	
Sponsorship:	<input type="radio"/> Breakfast Product Theater <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: \_\_\_\_\_

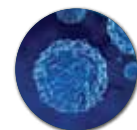
Title: \_\_\_\_\_

Company | Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_



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

Note: Please ensure to include on your check GW's internal reference code **Oncology Update 2022-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 20037  
Email: [LSchargorodski@mfa.gwu.edu](mailto:LSchargorodski@mfa.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: [LSchargorodski@mfa.gwu.edu](mailto:LSchargorodski@mfa.gwu.edu)

Note: Please ensure to include in your ACH/Wire note GW's internal reference code **Oncology Update 2022-Exhibit**, so this transaction is properly credited internally.

**CANCELLATION POLICY**

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

**TERMS AND CONDITIONS**

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

- Invoices will be sent to the email provided in the registration form. Please be sure to note any billing specifications in the Agreement to Proceed
- Contracted amount to be invoiced upon receipt of signed contract
- Invoice Terms - Payment must be received in full by **Monday, June 20, 2022**.

**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 Oncology Update Symposium. Acceptable educational formats for product theaters/forums include presentations by speakers, panel discussions, films, and video presentations. It does not need to be CME. Attendance at a product theater/product forum/can range from 20 to 50 attendees, depending on the topic and sponsored event. Overall attendance at the Oncology Update 1-Day Course will be approximately 150 healthcare physicians and other healthcare practitioners.

No other GWCC-sponsored or approved educational programs are scheduled opposite Product Forums. Breakfast Forums cannot run longer than 1 hour. Lunch Forum cannot run longer than 1.5 hours. 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. Oncology 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. A minimum food and beverage order will be required and discussed after Product Forum approval.

- HEMONC Best Practices will be responsible for e-mail marketing and audience generation support including three (3) email blasts to all pre-registered attendees highlighting your session
- 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

### Application Process and Deadline

Product Forum proposals can be submitted using the enclosed Product Forum Application Agreement. The application deadline is **Wednesday, June 1, 2022**. The program provider will be notified of a product forum's acceptance no later than **Thursday, June 9, 2022**.

### 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 Oncology Update Symposium, present a variety of topics, and do not duplicate the educational content of the Oncology 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 Wednesday, June 22, 2022. If a cancellation notification is received by GWCC before **Wednesday, June 22, 2022**, 50% of the event fee will be refunded. If the cancellation notification is received by GWCC on or after **Wednesday, June 22, 2022**, no refund will be given. Non-refundable program fees cannot be transferred for another purpose within GWCC under any circumstances.

## **Promotional Opportunities**

All promotional materials must be approved by GWCC before electronic mailing. Due that GWCC is not a co-sponsor of the product forum, the following statement GWCC will used in connection with the promotional materials: "Presented as a product forum during the 2022 Oncology Update Symposium".

The final program information must be submitted by **Friday, June 24, 2022** to be included in the program materials and/or pre-event email marketing correspondence.

## **Onsite Program Promotion**

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

## **Product Forum Inquiries**

Please contact the FINA Logistics Conference Services Team at +1-908-727-3462 or at **[HEMONCBP\\_Sponsorship@finaww.com](mailto:HEMONCBP_Sponsorship@finaww.com)**.



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.

**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, 45155 RESEARCH PLACE, SUITE 260

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

**7** List account number(s) here (optional)

Requester's name and address (optional)

Print or type.  
See Specific Instructions on page 3.

**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**

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

**or**

**Employer identification number**

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

**Part II Certification**

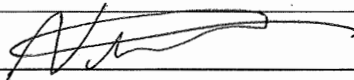
Under penalties of perjury, I certify that:

- 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.

**Sign Here**

Signature of U.S. person ▶



Date ▶ 1/18/2022

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 Finance

Contact Person/Phone/Email:

Mailing Address:  
2300 Eye St. NW  
Ross Hall 710  
Washington DC  
20052-0001

# Salon II

