



**2022** **HEMATOLOGY**  
& **ONCOLOGY**  
BEST PRACTICES

## Exhibitor | Sponsor Partnership Prospectus

2022 Hematology and Oncology Best Practices Conference

The Ritz-Carlton, Pentagon City  
Arlington, VA

August 11 - 18, 2022

Link: [Exhibitor Sponsor Partnership Application](#)

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**THE GEORGE WASHINGTON UNIVERSITY**

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WASHINGTON, DC



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 **2022 Hematology and Oncology Best Practices Conference** to be held on **August 11-18, 2022** at The Ritz-Carlton, Pentagon City in Arlington, Virginia.

HEMONC Best Practices is an important element in the continuum of physician performance improvement over time. In its 40<sup>th</sup> year, the course is the well-respected and longest running, covering Hematology and Oncology. With more than 300 practicing clinicians attending each year, it is also the largest combined hematology and medical oncology course in the United States.

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

I am Robert S. Siegel, MD, 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 **Friday, July 22, 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 Leo Schargorodski at [LSchargorodski@mfa.gwu.edu](mailto:LSchargorodski@mfa.gwu.edu) or the FINA Logistics Conference Services Team at [HEMONCBP\\_Sponsorship@finaww.com](mailto:HEMONCBP_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  
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WASHINGTON, DC



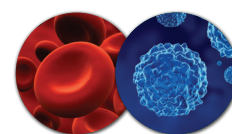
Tentative Agenda is subject to change. All times listed in Eastern Time (ET).

### Course Syllabus

Course Director: Robert S. Siegel, MD

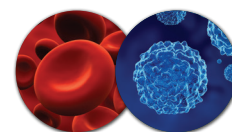
\*\* Please visit our Sponsor Exhibitors during breaks, if you have not scheduled an appointment in advance. \*\*

Thursday, August 11, 2022- Day 1: Hematology 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 – 08:05 AM	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:05 AM – 08:55 AM	Biology of Hematopoiesis	Jerry L. Spivak, MD, MACP
08:55 AM – 09:55 AM	Iron Deficiency and Overload	Victor R. Gordeuk, MD
09:55 AM – 10:15 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
10:15 AM – 11:15 AM	Hemoglobinopathies	Victor Gordeuk, MD
11:15 AM – 12:00 PM	Anemia of Chronic Illness	Vera Malkovska, MD
12:00 PM – 12:30 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
12:30 PM – 02:00 PM	<b>Lunch Review Session 1:</b> Anemias, Hemoglobinopathies, and Sickle Cell Disease Overview	<b>Moderator:</b> Dr. R. Siegel Dr. V. Gordeuk   Dr. S. Saraf   Dr. I. Tabbara
02:00 PM – 02:30 PM	Porphyrias	Victor Gordeuk, MD
02:30 PM – 03:15 PM	Megaloblastic and Sideroblastic Anemias	Vera Malkovska, MD
03:15 PM – 04:00 PM	Hemolytic Anemia	Imad A. Tabbara, MD
04:00 PM – 04:20 PM	Break   Visit Exhibit Hall	Exhibitors   Attendees
04:20 PM – 05:00 PM	Red Cell Enzymes, Membranes, and Metabolism	Imad A. Tabbara, MD
05:00 PM – 05:45 PM	Sickling Disorders	Santosh Saraf, MD
05:45 PM – 05:50 PM	Closing Reminders for the End of the Day	
05:50 PM – 07:00 PM	Visit Exhibit Hall	Exhibitors   Attendees
05:50 PM – 09:00 PM	Dinner Product Forum Hosted by (tbc)	Exhibitors   Attendees



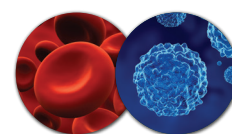
**Friday, August 12, 2022 - Day 2: Hematology Session**

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 – 08:05 AM	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:05 AM – 08:45 AM	Mechanisms for Clotting	Nigel Key, MD
08:45 AM – 09:20 AM	The Hemophilias	Nigel Key, MD
09:20 AM – 10:05 AM	Von Willebrand’s Disease	Alice Ma, MD, FACP
10:05 AM – 10:25 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
10:25 AM – 11:10 AM	Acquired Disorders of Coagulation	Alice Ma, MD, FACP
11:10 AM – 12:15 PM	Hypercoagulable States	Kenneth A. Bauer, MD
12:15 PM – 12:45 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
12:45 PM – 02:15 PM	<b>Lunch Review Session 2:</b> Clotting and Bleeding Disorders	<b>Moderator:</b> Dr. R. Siegel Dr. K. Bauer   Dr. N. Key   Dr. A. Ma   Dr. B. Macik   Dr. A. Rao
02:15 PM – 03:00 PM	ITP and Drug-Induced Thrombocytopenia	Robert S. Siegel, MD
03:00 PM – 04:00 PM	Qualitative Platelet Defects	A. Koneti Rao, MBBS
04:00 PM – 04:20 PM	Break   Visit Exhibit Hall	Exhibitors   Attendees
04:20 PM – 05:05 PM	Oral Anticoagulants and Antithrombotic Therapy	B. Gail Macik, MD
05:05 PM – 05:40 PM	Parenteral Antithrombotics and Thrombolytic Therapy	B. Gail Macik, MD
05:40 PM – 05:45 PM	Closing Reminders for the End of the Day	
05:45 PM – 06:45 PM	Visit Exhibit Hall	Exhibitors   Attendees
05:45 PM – 08:45 PM	Dinner Product Forum Hosted by (tbc)	Exhibitors   Attendees



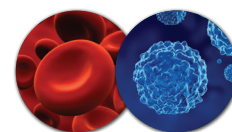
**Saturday, August 13, 2022 - Day 3: Hematology Session**

<b>TIME</b>	<b>TOPIC</b>	<b>PRESENTER</b>
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 – 08:05 AM	Welcome   Housekeeping Notes	<b>Robert S. Siegel, MD</b>
08:05 AM – 09:00 AM	Transfusion Medicine	<i>Speaker - (tba)</i>
09:00 AM – 09:35 AM	Platelet Alloimmunization	<i>Speaker - (tba)</i>
09:35 AM – 10:15 AM	White Cell Disorders	<b>Amy DeZern, MD, MHS</b>
10:15 AM – 10:35 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
10:35 AM – 11:30 AM	Bone Marrow Failure	<b>Amy DeZern, MD, MHS</b>
11:30 AM – 12:00 PM	Consumptive Thrombohemorrhagic Disorders (DIC, TTP, HUS)	<b>Michele P. Lambert, MD, MSTR</b>
12:00 PM – 12:30 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
12:30 PM – 02:15 PM	<b>Lunch Review Session 3:</b> White Cell Disorders, Bone Marrow Failure, TTP, HUS, DIC and HIT	<b>Moderator:</b> Dr. R. Siegel Dr. A. DeZern   Dr. M. Lambert   Dr. T. Warkentin
02:15 PM – 03:15 PM	DIC, HIT, and Limb Gangrene	<b>Theodore (Ted) Warkentin, MD</b>
03:15 PM – 04:00 PM	Hematologic Complications of Pregnancy	<b>Robert S. Siegel, MD</b>
04:00 PM – 04:20 PM	Break   Visit Exhibit Hall	Exhibitors   Attendees
04:20 PM – 05:10 PM	ABO Incompatibility and Other Transfusion-Related Issues in Hematopoietic Transplantation	<b>Shelley Kalsi, MD</b>
05:10 PM – 05:55 PM	Review of Cellular Morphology	<b>Donald Karcher, MD</b>
05:55 PM – 06:00 PM	Closing Reminders for the End of the Day	
06:00 PM – 07:00 PM	Visit Exhibit Hall	Exhibitors   Attendees
06:00 PM – 09:00 PM	Dinner Product Forum Hosted by (tbc)	Exhibitors   Attendees



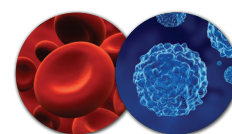
**Sunday, August 14, 2022 - Day 4: Hematologic Malignancies Session**

TIME	TOPIC	PRESENTER
06:30 AM – 07:30 AM	Breakfast   Visit Exhibit Hall	Exhibitors   Attendees
06:30 AM – 07:30 AM	Breakfast Product Theater Hosted by (tbc)	Exhibitors   Attendees
07:30 AM – 07:35 AM	Welcome   Housekeeping Notes	Robert S. Siegel, MD
07:35 AM– 08:35 AM	Pathology of Lymphomas	L. Jeffrey Medeiros, MD
08:35 AM – 09:35 AM	Non-Hodgkin’s Lymphoma	John Leonard, MD
09:35 AM – 09:55 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
09:55 AM – 10:50 AM	Multiple Myeloma, Plasmacytoma, and MGUS	S. Vincent Rajkumar, MD
10:50 AM – 11:30 AM	Hodgkin’s Lymphoma	John Leonard, MD
11:30 AM – 12:15 PM	Acute Lymphocytic Leukemia	Hagop Kantarjian, MD
12:15 PM – 12:45 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
12:45 PM – 02:30 PM	<b>Lunch Review Session 4:</b> Lymphomas, CLL, ALL, CML, Plasma Cell Disorders, and MDS	<b>Moderator:</b> Dr. R. Siegel Dr. M. Davids   Dr. H. Kantarjian   Dr. J. Leonard   Dr. S. Rajkumar   Dr. M. Sekeres
02:30 PM – 3:15 PM	Chronic Myeloid Leukemia	Hagop Kantarjian, MD
03:15 PM – 04:00 PM	Chronic Lymphocytic Leukemia	Matthew Davids, MD
04:00 PM – 04:20 PM	Break   Visit Exhibit Hall	Exhibitors   Attendees
04:20 PM – 05:05 PM	Myelodysplasia	Mikkael Sekeres, MD, MS
05:05 PM – 05:55 PM	Waldenstrom’s Macroglobulinemia and Amyloidosis	Morie A. Gertz, MD, MACP
05:55 PM – 06:00 PM	Closing Reminders for the End of the Day	
06:00 PM – 07:00 PM	Visit Exhibit Hall	Exhibitors   Attendees
06:00 PM – 09:00 PM	Dinner Product Forum Hosted by (tbc)	Exhibitors   Attendees



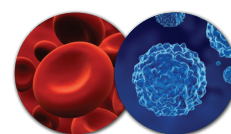
**Monday, August 15, 2022 - Day 5: Hematologic Malignancies Session**

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 – 08:05 AM	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:05 AM – 09:05 AM	Acute Myeloid Leukemia	Richard Stone, MD
09:05 AM – 09:50 AM	Bone Marrow Transplantation	Forrest M. Stewart, MD
09:50 AM – 10:10 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
10:10 AM – 11:10 AM	Myeloproliferative Neoplasms	Ayalew Tefferi, MD
11:10 AM – 12:10 PM	Pharmacology I	Edward Chu, MD, MMS
12:10 PM – 12:40 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
12:40 PM – 02:30 PM	<b>Lunch Review Session 5:</b> AML, Bone Marrow Transplantation, Myeloproliferative Neoplasm and Pharmacology	<b>Moderator:</b> Dr. R. Siegel Dr. E. Chu   Dr. F. Stewart   Dr. R. Stone   Dr. A. Tefferi
02:20 PM – 03:05 PM	Pharmacology II	Edward Chu, MD, MMS
03:05 PM – 03:35 PM	Pharmacology III	Edward Chu, MD, MMS
03:35 PM – 03:55 PM	Break   Visit Exhibit Hall	Exhibitors   Attendees
03:55 PM – 03:40 PM	Palliative Care	Erica Schockett, MD
03:40 PM – 04:30 PM	Next Gen Sequencing for the Diagnosis and Treatment of Neoplastic Disorders	Howard A. Burris III, MD, FACP, FASCO
04:30 PM – 05:10 PM	T Cell Therapies for Cancer	Catherine Bollard, MBChB, MD, FRACP, FRCPA
05:10 PM – 05:15 PM	Closing Reminders for the End of the Day	
05:15 PM – 06:15 PM	Visit Exhibit Hall	Exhibitors   Attendees
05:15 PM – 08:15 PM	Dinner Product Forum Hosted by (tbc)	Exhibitors   Attendees



**Tuesday, August 16, 2022 - Day 6: Oncology Session**

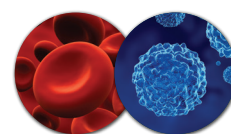
TIME	TOPIC	PRESENTER
06:45 AM – 07:45 AM	Breakfast   Visit Exhibit Hall	Exhibitors   Attendees
06:45 AM – 07:45 AM	Breakfast Product Theater Hosted by (tbc)	Exhibitors   Attendees
07:45 AM – 07:50 AM	Welcome   Housekeeping Notes	Robert S. Siegel, MD
07:50 AM – 08:50 AM	Familial Cancer Syndromes	Elizabeth Stark, MS, CGC
08:50 AM – 09:50 AM	Head and Neck Cancer	Julie Bauman, MD, MPH
09:50 AM – 10:45 AM	Non-Small Cell Lung Cancer	Bruce E. Johnson, MD
10:45 AM – 11:05 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
11:05 AM – 11:45 AM	Small Cell Lung Cancer	Bruce E. Johnson, MD
11:45 AM – 12:25 PM	Adjuvant Therapy for Breast Cancer	Nancy Davidson, MD
12:25 PM – 12:50 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
12:50 PM – 02:30 PM	<b>Lunch Review Session 6:</b> Breast Cancer, Lung Cancer and Neuro-Oncology	<b>Moderator:</b> Dr. R. Siegel Dr. N. Davidson   Dr. M. Gilbert   Dr. C. Isaacs   Dr. B. Johnson
02:30 PM – 03:15 PM	Metastatic Breast Cancer	Claudine Isaacs, MD
03:15 PM – 03:35 PM	Break   Visit Exhibit Hall	Exhibitors   Attendees
03:35 PM – 04:20 PM	Neuro-Oncology	Mark Gilbert, MD
04:20 PM – 04:50 PM	Metastatic Disease to the Brain, Spine, Carcinomatous Meningitis	Mark Gilbert, MD
04:50 PM – 05:40 PM	Endocrine Malignancies	Ann Gramza, MD
05:40 PM – 05:45 PM	Closing Reminders for the End of the Day	
05:45 PM – 06:45 PM	Visit Exhibit Hall	Exhibitors   Attendees
05:45 PM – 08:45 PM	Dinner Product Forum Hosted by (tbc)	Exhibitors   Attendees





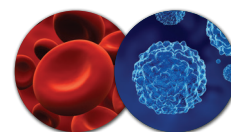
Wednesday, August 17, 2022- Day 7: Oncology Session

TIME	TOPIC	PRESENTER
07:00 AM – 08:00 AM	Breakfast   Visit Exhibit Hall	Exhibitors   Attendees
07:00 AM – 08:00 AM	Product Theater Hosted by (tbc)	Exhibitors   Attendees
08:00 AM – 08:05 AM	Welcome   Housekeeping Notes	Robert S. Siegel, MD
08:05 AM – 08:50 AM	Renal Cell Cancer	Dean F. Bajorin, MD, FACP
08:50 AM – 09:50 AM	Prostate Cancer	Jeanny B. Aragon-Ching, MD, FACP
09:50 AM– 10:10 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
10:10 AM– 10:55 AM	Bladder Cancer	Dean F. Bajorin, MD, FACP
10:55 AM – 11:40 AM	Testicular Cancer and Mediastinal Germ Cell Tumors	Darren Feldman, MD
11:40 AM – 12:40 PM	Ovarian Cancer	Andrea Wahner-Hendrickson, MD
12:40 PM – 01:05 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
01:05 PM – 02:25 PM	<b>Lunch Review Session 7:</b> Renal Cell, Prostate, Bladder, Testicular, Ovarian and Endometrial Tumors	<b>Moderator:</b> Dr. R. Siegel Dr. J. Aragon-Ching   Dr. D. Bajorin   Dr. D. Feldman   Dr. A. Wahner-Hendrickson
02:25 PM – 02:55 PM	Endometrial Cancer	Andrea Wahner-Hendrickson, MD
02:55 PM – 03:55 PM	Cancer of the Cervix, Vulva, Vagina and Gestational Trophoblastic Tumors	Speaker - (tba)
03:55 PM – 04:15 PM	Break   Visit Exhibit Hall	Exhibitors   Attendees
04:15 PM – 05:00 PM	Pancreatic Cancer	Hedy Lee Kindler, MD
05:00 PM – 05:45 PM	Mesothelioma	Hedy Lee Kindler, MD
05:45 AM – 06:40 PM	Melanoma	F. Stephen Hodi, MD
06:40 PM – 06:45 PM	Closing Reminders for the End of the Day	
06:45 PM – 07:45 PM	Visit Exhibit Hall	Exhibitors   Attendees
06:45 PM – 09:45 PM	Dinner Product Forum Hosted by (tbc)	Exhibitors   Attendees



Thursday, August 18, 2022- Day 8: Oncology Session

TIME	TOPIC	PRESENTER
06:30 AM – 07:30 AM	Breakfast   Visit Exhibit Hall	Exhibitors   Attendees
06:30 AM – 07:30 AM	Product Theater Hosted by (tbc)	Exhibitors   Attendees
07:30 AM – 07:35 AM	Welcome   Housekeeping Notes	Robert S. Siegel, MD
07:35 AM – 08:20 AM	Carcinoid Tumors, Carcinoid Syndrome and Pancreatic Neuroendocrine Tumors	Diane Reidy-Lagunes, MD
08:20 AM – 09:00 AM	Esophageal Carcinoma	David Ilson, MD, PhD
09:00 AM – 09:50 AM	Gastric Cancer	David Ilson, MD, PhD
09:50 AM– 10:10 AM	Break   Visit Exhibit Hall	Exhibitors   Attendees
10:10 AM – 10:35 AM	Metastatic Therapy for Colon and Rectal Cancer	John L. Marshall, MD
10:35 AM – 11:40 AM	Adjuvant Therapy for Colon and Rectal Cancer	Speaker - (tba)
11:40 AM – 12:05 PM	Anal Cancer	Speaker - (tba)
12:05 PM – 12:25 PM	Lunch   Visit Exhibit Hall	Exhibitors   Attendees
12:25 PM – 01:40 PM	Lunch Review Session 8: GI Oncology and Sarcomas	Moderator: Dr. R. Siegel Dr. M. Agulnik   Dr. Kindler   Dr. D. Ilson   Dr. J. Marshall
01:40 PM – 02:25 PM	Hepatobiliary Cancer	Speaker - (tba)
02:25 PM – 02:55 PM	Sarcomas	Mark Agulnik, MD
02:55 PM – 03:00 PM	Closing Remarks	
03:00 PM– 04:00 PM	Farewell Break   Visit Exhibit Hall	Exhibitors   Attendees



## 2022 HEMONC BEST PRACTICES FACULTY

Mark Agulnik, MD  
Jeanny Aragon-Ching, MD  
Dean Bajorin, MD  
Kenneth Bauer, MD  
Julie Bauman, MD  
Catherine Bollard, MD  
Skip Burris, MD  
Edward Chu, MD  
Matthew Davids, MD  
Nancy Davidson, MD  
Amy DeZern, MD  
Darren R. Feldman, MD  
Morie A. Gertz, MD  
Mark Gilbert, MD  
Victor Gordeuk, MD  
Ann Gramza, MD  
F. Stephen Hodi, MD  
David Ilson, MD  
Claudine Isaacs, MD  
Bruce Johnson, MD  
Donald Karcher, MD  
Shelley Kalsi, MD  
Hagop Kantarjian, MD  
Nigel Key, MD  
Hedy Lee Kindler, MD  
Michele Lambert, MD  
John Leonard, MD  
Alice Ma, MD  
B. Gail Macik, MD  
Vera Malkovska, MD  
John L. Marshall, MD  
L. Jeffrey Medeiros, MD  
S. Vincent Rajkumar, MD  
A. Koneti Rao, MD  
Diane Reidy-Lagunes, MD  
Santosh Saraf, MD  
Mikkael Sekeres, MD  
Erica Shockett, MD  
Jerry Spivak, MD  
Elizabeth Stark, MS  
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.

## WE ARE BACK! OUR LIVE FORMAT

We are pleased to announce that celebrating its 40<sup>th</sup> year, we will be hosting this year's conference live! The live format will provide a face-to-face engaging experience including:

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

Our live conference will provide physicians the opportunity to meet with you in-person, where you are able to present product and service information to physicians, strengthen your company and brand recognition and generate leads during your conference participation.

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

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

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

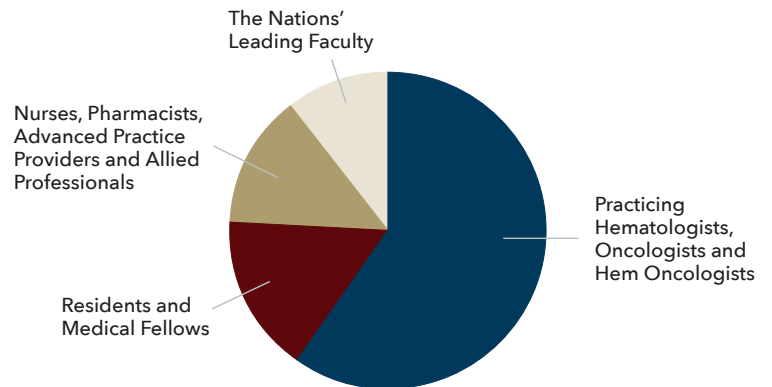
This conference will be a recorded. The recording will be available for a year post conference. Beyond the live day interaction, the conference will remain available to HCP and industry conference registrant attendees "on-demand" after the conference days.

## WHO ATTENDS HEMONC BEST PRACTICES?

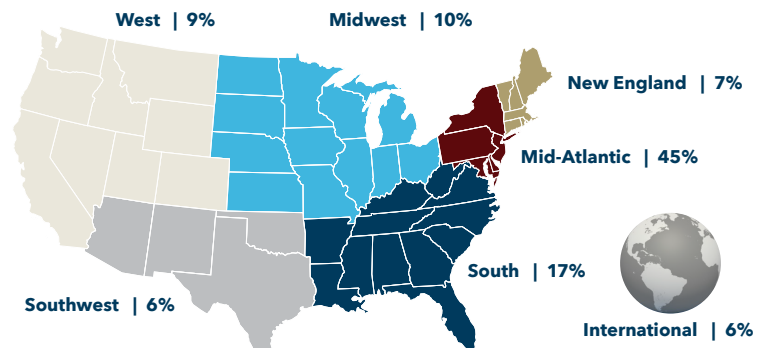
The target audience remains to be the Hematology and Oncology practitioner. In 2021, over **300+** were in attendance including:

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

Connect with approximately **60** hard-to-reach physicians at the beginning of their careers who have not yet developed brand loyalty.



## Attendee Breakdown by Region



## EXHIBIT BOOTH

**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
- 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 exhibit booth will allow you to display your products or services. ***Our daily passport giveaways will drive exhibit hall traffic to you and create opportunities for interactive conversations with our Hematology and Oncology healthcare practitioners.*** Explore the various exhibit opportunities available to your company in the following categories:

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

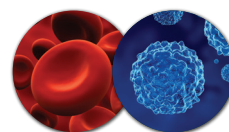
### Exhibit Booth includes:

- Exhibit Hall and Educational Session Access for Two Booth Representatives
- (1) 6-foot Skirted Table with Two Chairs
- Daily Continental Breakfast, Morning/Afternoon Refreshments and Lunch
- Pre-Event & Post-Event Attendee Lists, including participating exhibitors

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

### Exhibiting Fees:

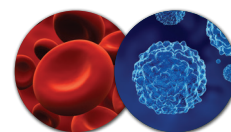
Standard Booth- 1 Day	<b>\$4,000</b> (1 Day only)   Includes 2 booth representatives
Standard Booth- 2 Days	<b>\$7,000</b> (2 Days only)   Includes 2 booth representatives per day
Standard Booth- 3 Days	<b>\$10,000</b> (3 Days only)   Includes 2 booth representatives per day
Standard Booth- 4 Days	<b>\$12,000</b> (4 Days only)   Includes 2 booth representatives per day
Standard Booth- 5 Days	<b>\$14,000</b> (5 Days only)   Includes 2 booth representatives per day
Standard Booth- 6 Days	<b>\$16,000</b> (6 Days only)   Includes 2 booth representatives per day
Standard Booth- 7 Days	<b>\$18,000</b> (7 Days only)   Includes 2 booth representatives per day
Standard Booth- 8 Days	<b>\$20,000</b> (8 Days only)   Includes 2 booth representatives per day
Additional Representative	<b>\$700</b>   1-Day Exhibit Hall Access



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

The Exhibit Booth must be fully set-up no later than **Thursday, August 11, 2022** by **7:00 am**. We will be launching the Sponsored Events registration site before the conference dates (early June), so the registrants can pre-register for their sponsored events in advance. All exhibits must be set (1) hour prior to the Educational Session start time. Please refer to the exhibit hall schedule below:

PROGRAM DATE	PROGRAM   EVENT	BOOTH SET-UP TIMES	EXHIBIT HALL ACCESS   NETWORKING BREAKS	BREAKFAST PRODUCT THEATERS	EDUCATIONAL SESSIONS	LUNCH REVIEW SESSIONS	DINNER PRODUCT FORUMS
Wednesday, August 10		04:00 PM - 06:00 PM					
Thursday, August 11	<b>HEMATOLOGY SESSIONS (3 DAYS)</b>	06:00 AM - 07:00 AM	<b>07:00 AM - 07:00 PM</b> 09:55 AM - 10:15 AM 12:00 PM - 12:30 PM 04:00 PM - 04:20 PM 05:50 PM - 07:00 PM	07:00 AM - 08:00 AM	08:00 AM - 05:50 PM	12:30 PM - 02:00 PM	05:50 PM - 09:00 PM
Friday, August 12		06:00 AM - 07:00 AM	<b>07:00 AM - 06:45 PM</b> 10:05 AM - 10:25 AM 12:15 PM - 12:45 PM 04:00 PM - 04:20 PM 05:45 PM - 06:45 PM	07:00 AM - 08:00 AM	08:00 AM - 05:45 PM	12:45 PM - 02:15 PM	05:45 PM - 08:45 PM
Saturday, August 13		06:00 AM - 07:00 AM	<b>07:00 AM - 07:00 PM</b> 10:15 AM - 10:35 AM 12:00 PM - 12:30 PM 04:00 PM - 04:20 PM 06:00 PM - 07:00 PM	07:00 AM - 08:00 AM	08:00 AM - 06:00 PM	12:30 PM - 02:15 PM	06:00 PM - 09:00 PM
Sunday, August 14		<b>HEMATOLOGIC MALIGNANCIES SESSIONS (2 DAYS)</b>	05:30 AM - 06:30 AM	<b>06:30 AM - 07:00 PM</b> 09:35 AM - 09:55 AM 12:15 PM - 12:45 PM 04:00 PM - 04:20 PM 06:00 PM - 07:00 PM	06:30 AM - 07:30 AM	07:30 AM - 06:00 PM	12:45 PM - 02:30 PM
Monday, August 15	06:00 AM - 07:00 AM		<b>07:00 AM - 06:15 PM</b> 09:50 AM - 10:10 AM 12:10 PM - 12:40 PM 03:35 PM - 03:55 PM 05:15 PM - 06:15 PM	07:00 AM - 08:00 AM	08:00 AM - 05:15 PM	12:40 PM - 02:30 PM	05:15 PM - 08:15 PM
Tuesday, August 16	<b>ONCOLOGY SESSIONS (3 DAYS)</b>	05:45 AM - 06:45 AM	<b>06:45 AM - 06:45 PM</b> 10:45 AM - 11:05 AM 12:25 PM - 12:50 PM 03:15 PM - 03:35 PM 05:45 PM - 06:45 PM	06:45 AM - 07:45 AM	07:45 AM - 05:45 PM	12:50 PM - 02:30 PM	05:45 PM - 08:45 PM
Wednesday, August 17		06:00 AM - 07:00 AM	<b>07:00 AM - 07:45 PM</b> 09:50 AM - 10:10 AM 12:40 PM - 01:05 PM 03:55 PM - 04:15 PM 06:45 PM - 07:45 PM	07:00 AM - 08:00 AM	08:00 AM - 06:45 PM	01:05 PM - 02:25 PM	06:45 PM - 09:45 PM
Thursday, August 18		05:30 AM - 06:30 AM	<b>06:30 AM - 04:00 PM</b> 09:50 AM - 10:10 AM 12:05 PM - 12:25 PM 03:00 PM - 04:00 PM	06:30 AM - 07:30 AM	07:30 AM - 03:00 PM	12:25 PM - 01:40 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 each day, but may end after the educational sessions close for the day. Exhibitor Booth Staff must be registered to attend the program. Booth Staff contact information must be provided in the Exhibitor | Sponsor Partnership Application.

## EXHIBIT BOOTH ALLOCATION

We will allocate your exhibit booth, once we confirm the total number of 2022 participating Sponsor Exhibitors. All exhibitors will be in the Refreshments area.

## EXHIBITOR | SPONSORSHIP BENEFITS

When joining 2022 HEMONC Best Practices, your benefits include:

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

**Gamification:** We will promote a “Leaderboard” that will drive attendees to visit the Exhibit Hall by tracking the attendee’s daily exhibit networking activities throughout the conference days. Attendees will receive points for completing actions such as networking with exhibitors, asking lunch review polling questions and other activities during the scheduled Exhibit Times and Educational Sessions.

**Exhibit Hall 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 and when the interaction happened 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

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

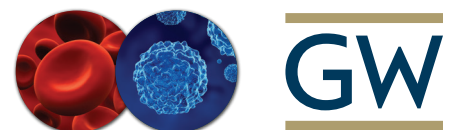
**Breakfast Product Theater | \$8,500 per session | 60-minute Duration**

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

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

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

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



### 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 Theaters and Product Forums are limited and will be assigned on a first-come, first-served basis at GW's discretion
- You must be a registered Best Practices exhibitor to apply for a slot for a Product Theater/Product Forum
- Product Theaters and Product Forums are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Due to the promotional aspect, Product Theaters/Product Forums 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 Hematology and Oncology, and must be of professional and educational benefit or interest to meeting participants
- All promotional and marketing materials must be approved by GW prior to distribution
- All material must contain the following statement: "The Product Theater (or Product Forums) content and views expressed therein are those of the Sponsor and not of The George Washington University. This session is not part of the educational program and does not provide CME credit."
- This agreement shall not constitute or be considered a partnership, joint venture, or agency The George Washington University and the Sponsoring Company

### 2022 HEMONC Best Practices Registration Conference Bag | Fee - \$20,000

All attendees would receive a conference tote bag with your company logo visibly displayed. This is an exclusive opportunity for (1) one prospective sponsor. The Sponsor would receive (2) two Complimentary Exhibit Hall 8-Day Access Passes with your sponsorship.

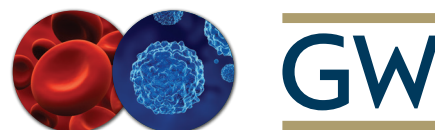
### Registration Bag Insert | Fee - \$8,000

You will have the opportunity to be one of the selected sponsor exhibitors to place up to (2) printed collateral materials into the attendee conference bags, once our attendee's check-in with us on Day 1! Sponsor selection is based on a first-come, first-serve basis. *Printed collateral material quantity/size restrictions will apply.*

## SPONSORSHIP PARTNERSHIP PACKAGES

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

Our Sponsor Exhibitors will receive acknowledgement during the conference days. Sponsorship payments must be received by **Friday, July 22, 2022**. Additional recognition of support will be noted under each Sponsorship opportunity.





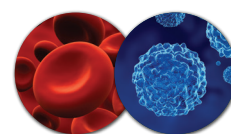
Sponsor Partnership Level	Elite	Grand	Premium
	\$30,000	\$20,000	\$10,000
Acknowledgement slide announcement during Educational Sessions, including Company Name and Sponsorship Level	✓	✓	✓
Sponsor Acknowledgement in Printed Course Syllabus	✓	✓	✓
Acknowledgement on HEMONCBP.com event site	✓	✓	✓
Complimentary Exhibit Hall Premier Placement	✓	✓	
Complimentary Exhibit Hall 8-Day Access Passes	4	2	
HEMONCBP Social Media Ads (Facebook, Instagram, Twitter and LinkedIn) (4) Promotional Sponsor Ads running from July 10 - August 10	✓		
Recognized as a "Showcase" Sponsor on Event Signage and Pre-Event Attendee Correspondence	✓		

## PREVIOUS EXHIBITOR | SPONSOR PARTNERSHIPS

Abbvie  
 Array Biopharma  
 AstraZeneca Lung Cancer  
 Boehringer-Ingelheim  
 Foundation Medicine  
 Daiichi-Sankyo  
 Exelixis  
 Gilead Sciences  
 Incyte  
 Karyopharm Therapeutics  
 Merck  
 Pfizer  
 Rigel Pharmaceuticals  
 Seattle Genetics  
 Tempus

ADC Therapeutics  
 Astellas Pharma US  
 Bayer  
 Bristol-Myers Squibb  
 Celgene Corporation  
 Eisai  
 Genentech  
 Guardant Health  
 Janssen Biotech  
 Kite  
 MorphoSys  
 Pharmacyclics  
 Sanofi Genzyme  
 Taiho Oncology

Amgen  
 AstraZeneca Women's C&H  
 BeiGene USA  
 EUSA Pharma  
 Clovis Oncology  
 EMD Serono  
 GSK  
 Heron Therapeutics  
 Jazz Pharmaceuticals  
 Lilly Oncology  
 Novartis  
 Regeneron  
 Seagen  
 Takeda Oncology



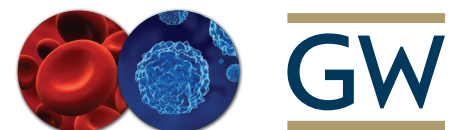
## EXHIBITOR CONFERENCE FEES | APPLICATION DEADLINE

If you have any questions about our Sponsorship Packages, please contact our conference organizers at [HEMONCBP\\_Inquiries@finaww.com](mailto:HEMONCBP_Inquiries@finaww.com). Please complete your online Exhibitor | Sponsor Partnership Application by **Wednesday, June 15, 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 July 1, 2022	Late Please register by August 8, 2022	GROUP (5 registrants) Please register by August 8, 2022
HEMONC Best Practices (8-Day Course)	\$3,550.00	\$3,750.00	\$17,400.00
Hematology Best Practices (5-Day Course)	\$2,425.00	\$2,700.00	\$11,800.00
Oncology Best Practices (5-Day Course)	\$2,425.00	\$2,700.00	\$11,800.00

Exhibit Booth   Exhibit Hall Access	Fees
Standard Booth- 1 Day   Includes 2 booth representatives	\$4,000.00
Standard Booth- 2 Days   2 Days only   Includes 2 booth representatives per day	\$7,000.00
Standard Booth- 3 Days   3 Days only   Includes 2 booth representatives per day	\$10,000.00
Standard Booth- 4 Days   4 Days only   Includes 2 booth representatives per day	\$12,000.00
Standard Booth- 5 Days   5 Days only   Includes 2 booth representatives per day	\$14,000.00
Standard Booth- 6 Days   6 Days only   Includes 2 booth representatives per day	\$16,000.00
Standard Booth- 7 Days   7 Days only   Includes 2 booth representatives per day	\$18,000.00
Standard Booth- 8 Days   8 Days   Includes 2 booth representatives per day	\$20,000.00
Additional Representative   1-Day Exhibit Hall Access	\$700.00
Book Vendor - 8 Days   Includes 1 booth representative per day	\$2,700.00

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



# EXHIBITOR SPONSORSHIP CONTACTS | SPONSORSHIP PAYMENT

If you have any additional questions, please contact:

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

Email: [LSchargorodski@mfa.gwu.edu](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 **Friday, July 22, 2022**.

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

Note: Please ensure your check includes GW's internal reference code **HEMONC 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 **HEMONC 2022-Exhibit**, so this transaction is properly credited internally.

## GENERAL INFORMATION

### Program Dates

- HEMONC Best Practices (8-Day Course): August 11-18, 2022
- Hematology Best Practices (5-Day Course): August 11-15, 2022
- Oncology Best Practices (5-Day Course): August 14-18, 2022

### Program Location

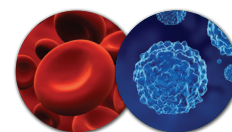
This year's program will be held at:

#### The Ritz-Carlton, Pentagon City

1250 S Hayes Street, Arlington, VA 22202

Phone: +1-703-415-5000

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



## Room Reservations

- The group room rate is **\$194.00** per night, plus 14.25% room tax (8.25% occupancy and 6% sales tax)
- Group Name: GW HEMONC Best Practices | 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, April 29, 2022. You can call +1-703-415-5000 or +1-800-422-2410 and refer to group code (to be confirmed on April 29<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, July 19, 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.

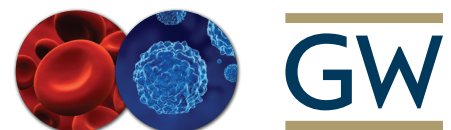
Notwithstanding company's employees, agents or subcontractors shall hold confidential and shall not, directly or indirectly, disclose, publish, or use for the benefit of any third party or itself, any confidential or proprietary information of The George Washington University, HEMONC Best Practices, 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





## 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 15, 2022**.

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

Point of Contact: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

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

\_\_\_\_\_

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

Medical Communications Co. Contact: \_\_\_\_\_

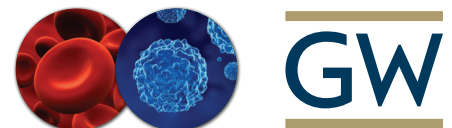
Title: \_\_\_\_\_

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

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

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

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



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

Note: Please ensure to include on your check GW's internal reference code **HEMONC 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 **HEMONC 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**

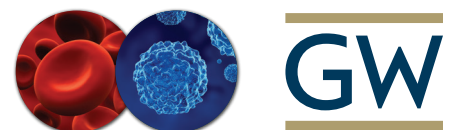
This constitutes the entire agreement between the parties relating to the subject matter hereof. This agreement supersedes all prior understandings, negotiations, and discussions, written or oral, of the parties relating to the agreement. Any alteration or modification of any portion of the agreement 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 **Friday, July 22, 2022**.

**AUTHORIZED SIGNATURE**

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



- 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.

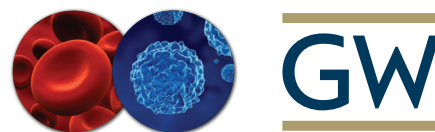
This agreement shall not be binding upon the lessor (GW) until accepted and executed by the Office of CEHP, GW. A countersigned copy of the contract will be returned to you as confirmation of your participation.

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.



## PRODUCT FORUM DESCRIPTION | FORMAT | ATTENDANCE

The GW Cancer Center and the Katzen Cancer Research Center are pleased to offer a Product Theater and Product Forum as a platform for the presentation of medical education programs developed by other providers during the HEMONC Best Practices conference. Acceptable educational formats for product theaters/forums include presentations by speakers, panel discussions, films, and video presentations. It does not need to be CME. Attendance at a product theater/product forum/can range from 20 to 50 attendees, depending on the topic and sponsored event. Overall attendance at the HEMONC Best Practices 8-Day Course will be approximately 350 healthcare physicians and other healthcare practitioners.

No other GWCC-sponsored or approved educational programs are scheduled opposite Product Forums. Breakfast Forums cannot run longer than 1 hour. Dinner Forums cannot run longer than 3 hours. For dinner sessions, we suggest a 30-Minute registration and reception in the foyer outside the designated function room at the starting time listed, with a hot buffet dinner following the sponsored presentation. HEMONC Best Practices will 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 (including any beer and wine ordered), content, content development, faculty/presenter, and faculty/presenter honoraria and any other applicable hotel charges related to your event. 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 15, 2022**. The program provider will be notified of a product forum's acceptance no later than **Thursday, June 23, 2022**.

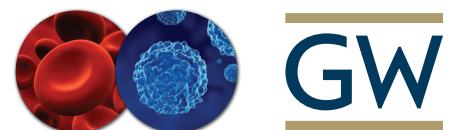
### Product Forum Review Process

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

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

### Product Forum Fees | Sponsored Event Schedule

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





## Cancelation & Refund Policy

Cancellation notification must be emailed to GWCC and must be received before Friday, July 22, 2022. If a cancellation notification is received by GWCC before **Friday, July 22, 2022**, 50% of the event fee will be refunded. If the cancellation notification is received by GWCC on or after **Friday, July 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 use in connection with the promotional materials: "Presented as a product forum during the 2022 HEMONC Best Practices conference".

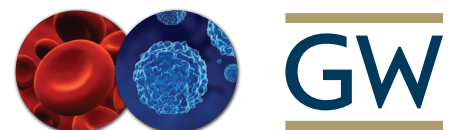
The final program information must be submitted by **Friday, July 29, 2022** to be included in the program materials and/or pre-event email marketing correspondence.

## 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
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**Part II Certification**

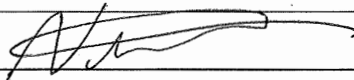
Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign Here**

Signature of U.S. person ►



Date ► 1/18/2022

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