Dear Industry Partner,

On behalf of The GW Cancer Center (GWCC), please accept this invitation to support the 2020 Oncology Update Symposium, June 27, 2020 at the Marriott Fairview Park in Falls Church, VA.

This meeting 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 them incorporate these advances into their clinical practice. The meeting content is designed for clinicians involved in multidisciplinary oncology care including medical oncologists, hematology/oncology fellows in training, pharmacists, nurse practitioners, physician assistants, and specialists that care for cancer patients.

Oncology Update provides a unique opportunity for your company/organization to increase exposure, build relationships, and enhance your image among our audience of healthcare providers. All exhibitors will be stationed in a designated Exhibit Hall, separate from the course where breakfast, lunch, and all breaks will take place, offering ample time to meet and interact with all conference attendees. Based on registration from our 2019 conference we are anticipating approximately 150 attendees.

Your exhibit fee also includes registration to the conference for two representatives.

To register your company and representatives, please use this link: www.GWOncologyUpdate.com

Should you need hotel lodging, we have secured a limited number of discounted rooms at the rate of $79 per night (plus tax); reservations must be made by 5:00 pm, Friday, June 12, 2020 or the rate will increase to spring season level.

To register for hotel accommodations, please call the hotel directly at: 1-800-228-9290.

You can support the course as an exhibitor, Product Theater sponsor, or general sponsor. Please see the prospectus for more information. Exhibit space, product theaters, and sponsorship opportunities are limited, so make your selection today!

On behalf of GWCC, thank you for your consideration of this request. If you have any questions or require additional information, please contact Leo Schargorodski, Executive Director, Katzen Research Center by email lschargorodski@mfa.gwu.edu or by phone at 202-741-2250.

We look forward to your support of the course.

Sincerely,

Robert S. Siegel, MD

Course Director
Professor of Medicine
The George Washington University
Associate Center Director, Education and Training
GW Cancer Center
GW's Oncology Update provides clinicians with an extensive update of the latest diagnostic and therapeutic advances in the field of oncology with an emphasis on the translation of research to clinical practice.

**Date**
June 27, 2020

**Location**
Marriott Fairview Park
3111 Fairview Park Drive
Falls Church, VA 22042

---

**Attendee Demographics**

**Provider Types**
- Physicians - 72%
- Allied Health - 26%
- Other - 2%

**Specialties**
- Hem/Onc - 87%
- Internal Med - 4%
- Other - 9%

**Home State**
- MD - 35%
- VA - 29%
- Other - 17%
- DC - 14%
- PA - 5%

**Attendance**

150 Healthcare Professionals
- Medical Oncologists
- Hematology/Oncology Fellows
- Pharmacists
- Nurse Practitioners
- Physician Assistants
- Specialists that care for cancer patients
Exhibiting

Exhibiting at Oncology Update

Oncology Update is a great opportunity for your company to display your products and services and to interact with our audience of 150 physicians and allied healthcare professionals.

Why Exhibit?

- Reach decision makers in the oncology market
- Educate physicians and other healthcare professionals about your company’s products and services
- Demonstrate your company’s commitment to improving the care of cancer patients
- Increase your company’s visibility
- Benefit from unopposed exhibit hours, giving you maximum visibility

Guaranteed Booth Traffic

- Our unopposed exhibit hall hours offer you maximum visibility and exposure to your target market. All meal functions (breakfast, lunch, and breaks) are hosted in the exhibit hall space to give you additional face-to-face time with attendees.
- Our exhibitor bingo raffle drives attendees to your booth in the exhibit hall. All exhibiting companies will have their company name displayed on an exhibitor bingo card that is given to attendees. When attendees get their passport stamped by participating exhibitors, they are eligible for special prize drawings.
Included with your Exhibit

- (1) 6’ x 30” table with (2) chairs
- Complimentary access for two (2) company personnel
- Please note: Exhibitors will be provided name badges/passes, which must be worn at all times. Additional badges are available for $250 per person.
- Automatic inclusion in the Exhibit Bingo Raffle (prizes selected and distributed by Course Director)
- Acknowledgment in all print and online materials (subject to print deadlines)
- Admittance to the educational sessions for (2) company personnel
- Complimentary electricity, Wi-Fi, and meals for booth staff
- Attendee List (name, affiliation, city and state)

Please note: Exhibitor fees do not include hotel accommodations or travel.

Exhibit Configuration

All exhibits should be free-standing and self-supported. Linear configurations may not be designed to obstruct the view of nearby tables or to block exits or doorways. Hanging signs are not permitted.

Exhibit Area

The number of exhibitors will determine the exact location arrangement of the exhibit area; however, all exhibitors will be located in the same area.

Security and Storage

- The Fairview Park Marriott hotel is open to all hotel guests.
- We cannot be responsible for items left unattended and strongly recommend that you take all electronics and valuables with you when you leave.
- Please do not leave valuables unattended.
Sales and Order Taking

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

Previous Exhibitors

- Abbvie
- Amgen
- Array Biopharma
- Astellas Pharma
- AstraZeneca Women’s Cancer & Hematology
- AstraZeneca Lung Cancer
- Bayer
- Boehringer-Ingelheim
- Bristol-Myers Squibb
- EUSA Pharma
- Celgene Corporation
- Clovis Oncology
- Daiichi-Sankyo
- Eisai
- EMD Serono
- Exelixis
- Genentech
- Gilead Sciences
- Guardant Health
- Heron Therapeutics
- Incyte
- Janssen Biotech
- Jazz Pharmaceuticals
- Lilly Oncology
- Merck
- Novartis
- Pfizer
- Pharmacyclics
- Rigel Pharmaceuticals
- Sanofi Genzyme
- Seattle Genetics
- Taiho Oncology
- Takeda Oncology
- Tesaro Biopharmaceutical
## Exhibiting Rates

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Booth</td>
<td>$2,500</td>
</tr>
<tr>
<td>Additional Badge</td>
<td>$250, per badge</td>
</tr>
<tr>
<td>Book Vendor</td>
<td>$1,500 or Donation of books in lieu of registration</td>
</tr>
</tbody>
</table>

## Exhibit Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 – 7:00am</td>
<td>Exhibit Setup and Registration</td>
</tr>
<tr>
<td>7:00 – 8:00am</td>
<td>Breakfast in Exhibit Hall</td>
</tr>
<tr>
<td>10:00 – 10:30am</td>
<td>Break in Exhibit Hall</td>
</tr>
<tr>
<td>12:00 – 1:00pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>3:00pm</td>
<td>Break in Exhibit Hall</td>
</tr>
<tr>
<td>4:00pm</td>
<td>Exhibit Dismantle</td>
</tr>
</tbody>
</table>
General Meeting Sponsorship Opportunities

Sponsoring Oncology Update puts your company in front of 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 cancer patients.

Supporter levels are platinum, gold, silver, and bronze. See the full range of benefits for supporters at each level below.

<table>
<thead>
<tr>
<th>Platinum - $10,000</th>
<th>Gold - $8,000</th>
<th>Silver - $6,000</th>
<th>Bronze - $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Benefits</strong></td>
<td><strong>Benefits</strong></td>
<td><strong>Benefits</strong></td>
<td><strong>Benefits</strong></td>
</tr>
<tr>
<td>- Recognition at Opening Session, including PPT presentation with company name and level of sponsorship</td>
<td>- Recognition at Opening Session, including PPT presentation with company name and level of sponsorship</td>
<td>- Recognition at Opening Session, including PPT presentation with company name and level of sponsorship</td>
<td>- Recognition at Opening Session, including PPT presentation with company name and level of sponsorship</td>
</tr>
<tr>
<td>- Acknowledgment in all print and online materials (subject to print deadlines)</td>
<td>- Acknowledgment in all print and online materials (subject to print deadlines)</td>
<td>- Acknowledgment in all print and online materials (subject to print deadlines)</td>
<td>- Acknowledgment in all print and online materials (subject to print deadlines)</td>
</tr>
<tr>
<td>- (4) Complimentary exhibit badges</td>
<td>- (4) Complimentary exhibit badges</td>
<td>- (2) Complimentary exhibit badges</td>
<td>- (2) Complimentary exhibit badges</td>
</tr>
<tr>
<td>- Complimentary exhibit space</td>
<td>- Complimentary exhibit space</td>
<td>- Complimentary exhibit space</td>
<td>- Complimentary exhibit space</td>
</tr>
<tr>
<td>- Premium exhibit space placement</td>
<td>- Premium exhibit space placement</td>
<td>- Automatic inclusion in the Exhibit Bingo Raffle</td>
<td>- Automatic inclusion in the Exhibit Bingo Raffle</td>
</tr>
<tr>
<td>- Promotional materials placed in attendee tote bag</td>
<td>- Promotional materials placed in attendee tote bag</td>
<td>- Automatic inclusion in the Exhibit Bingo Raffle</td>
<td>- Automatic inclusion in the Exhibit Bingo Raffle</td>
</tr>
</tbody>
</table>
Terms and Conditions of Agreement

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

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

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

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

- Liability/Insurance: Exhibitors shall be fully responsible to pay for any and all damages to property owned by GW, its owners or managers which result from any act or omission of an exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless GW, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor’s use of the property, except to the extent caused by the negligence or willful misconduct of GW, its owners, managers, officers, or directors, agents, employees, subsidiaries and affiliates. The exhibitor acknowledges that GW does not maintain insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain liability insurance covering such losses. Each exhibitor, by submitting an application to exhibit, understands that they assume responsibility for the conditions described above.

- The Office of CEHP, GW may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, 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 Theaters

Product Theaters are a great opportunity for exhibitors to reach attendees beyond their booth space and present up-to-date information on their company’s products and services to our audience of over 150 oncology clinicians, internal medicine physicians, oncology nurses, physician assistants, and other healthcare professionals.

Please Note: Product Theaters are limited and will be assigned on a first-come, first-served basis at the discretion of The George Washington University.

Duration: 45 minutes

Times: Breakfast: 7:00 - 7:45 am
Lunch: 12:15 - 1:00 pm

Cost: $10,000

As a sponsor of a Product Theater, your company will receive the following:

- Premium exhibit booth placement located near the exhibit hall entrance or near food and beverage options
- Product Theater promotion both before the meeting and onsite via:
  - Three (3) email blasts to all registered attendees highlighting your session
  - Social media promotion
  - Highlights on the Oncology Update website
  - Onsite meeting materials
  - Full session details listed in Exhibits and Product Theater Guide
  - Promotional listing on signs located throughout the venue
- Pre- and post-meeting attendee list
- Registration management
Company will be responsible for:

- Room rental and room set logistics
- Food and beverage for the session
- Audio-Visual needs for the session
- Content, content development and presentation
- Faculty and faculty honoraria

Rules and Regulations

- You must be a registered Oncology Update exhibitor to apply for a slot for a Product Theater.
- Product Theaters are considered promotional activities and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Due to the promotional aspect Product Theaters may not offer CME credit.
- Product Theaters will be conducted during times that do not conflict with CME sessions. All space and timeslots will be scheduled by GW.
- All products and services discussed shall be directly related to oncology and must be of professional or educational benefit or interest to meeting participants.
- All promotional and marketing materials must be approved by GW prior to distribution.
- All material must contain the following statement: “The Product Theater content and views expressed therein are those of the sponsor and not of The George Washington University. This session is not part of the educational program and does not provide CME credit.”
- Insurance and liability are the full and sole responsibility of the Company. This contract shall not constitute or be considered a partnership, joint venture, or agency between The George Washington University and the Company.
Payment & Cancellation Policy

Payments can be made by credit card (American Express, VISA, or MasterCard) or by checks made payable to “The George Washington University” (TAX ID: 53-0196584).

Payments should be mailed to:

The George Washington University, Office of CEHP
School of Medicine and Health Sciences
2600 Virginia Avenue, NW
Suite 300, Room 337
Washington, DC 20037

All exhibit space, Product Theaters, and/or sponsorship require payment in full in order to fully secure these opportunities. If payment is not received within 30 days of your application, GW has the right to forfeit the agreement, and give the opportunity to the next applicant (in priority order).

Cancellations received by June 1, 2020 will result in a 50% penalty of the fees. No refunds will be issued for exhibit space, Product Theaters and/or sponsorship cancellations received after June 1, 2020, nor will they be issued to no-shows.

Terms & Conditions

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

- Contracted amount to be invoiced upon receipt of signed contract
- Invoice Terms – Payment must be received in full within 30 days
- 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.
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 The George Washington University 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.
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.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor’s space. Canvassing or distributing promotional materials outside the exhibitor’s rented exhibit space is not permitted.
- Commercial interest representatives may attend CME activities at the discretion of CEHP for the direct purpose of the representatives’ own education. However, exhibitor personnel cannot participate in the session 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 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;
- Providing scientific and educational information;
- Supporting medical research and education; and
- Obtaining feedback and advice about products through consultation with medical experts.
Deadline

To request exhibit space or sponsorship, please submit the appropriate application by **Friday, June 12, 2020**

Questions regarding Exhibits and Sponsorships

Leo Schargorodski  
Executive Director, Katzen Research Center  
Email: lschargorodski@mfa.gwu.edu  
Phone: 202-741-2250

Sponsorship and Exhibit Payments

All sponsorship and exhibit payments should be made payable and mailed directly to:

The George Washington University  
Office of Continuing Education in the Health Professions (CEHP)  
(Tax ID #53-0196584)  
2600 Virginia Avenue, NW  
Suite 300  
Attn: CEHP, Room 337  
Washington, DC 20037
**Request for Taxpayer Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

<table>
<thead>
<tr>
<th>Part I</th>
<th>Taxpayer Identification Number (TIN)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enter your TIN in the appropriate box. The TIN provided must match the name on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). For a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN, later.</td>
</tr>
<tr>
<td></td>
<td><strong>Social security number</strong></td>
</tr>
<tr>
<td></td>
<td>[ ] [ ] [ ] [ ] [ ] [ ]</td>
</tr>
<tr>
<td></td>
<td>Or</td>
</tr>
<tr>
<td></td>
<td><strong>Employer identification number</strong></td>
</tr>
<tr>
<td></td>
<td>[ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Part II</th>
<th>Certification</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Under penalties of perjury, I certify that:</td>
</tr>
<tr>
<td></td>
<td>1. 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</td>
</tr>
<tr>
<td></td>
<td>2. 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</td>
</tr>
<tr>
<td></td>
<td>3. I am a U.S. citizen or other U.S. person (defined below); and</td>
</tr>
<tr>
<td></td>
<td>4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.</td>
</tr>
</tbody>
</table>

**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**

| Date | 1/28/20 |

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: **Office of Continuing Education in the Health Professions (CEHP)**

Contact Person/Phone/Email: Leticia Hall/202-994-4066/cehpgrants@gwu.edu

Mailing Address: 2600 Virginia Avenue, NW

Suite 300, Room 337

Washington, DC 20037