

February, 2019

Dear Exhibitor:

The George Washington University (GW) Cancer Center and the Katzen Cancer Research Center invite you to exhibit at the upcoming *Oncology Update*, Saturday, June 29, 2019 in Tysons Corner, VA.

This year's symposium will be held at The Ritz-Carlton, Tysons Corner, conveniently located just 15 miles from the nation's capital and accessible via metro on the Silver Line.

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 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, you will have access to a personal and interactive setting for exhibitors to showcase the latest advances in oncology research and practice. This symposium will bring together over 125 members of the oncology community from a broad range of specialties, who work together to strengthen collaborative treatment approaches and to enhance patient care.

Exhibit sales are underway and space is limited. The fee to exhibit is \$2,500. Breakfast, lunch, and breaks are served in the same room, providing ample opportunity for interaction with attendees. See the attached prospectus for detailed information about agenda, faculty, and attendees as well as sales opportunities for your firm.

Organizations with questions about exhibiting should contact Leo Schargorodski, at [lschargorodski@mfa.gwu.edu](mailto:lschargorodski@mfa.gwu.edu).

To request exhibit space:

- Complete the exhibitor registration attached and return to Leo.
- Submit your payment to us by Friday, June 21, 2019 (or use the convenient credit card form).

On behalf of GW, thank you for your consideration of this request. If you have any questions or require additional information, please feel free to contact me. I look forward to hearing from you.

Respectfully yours,



Leo Schargorodski  
Director  
Education, Training and Outreach

# ONCOLOGY UPDATE

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

EXHIBITOR INFORMATION

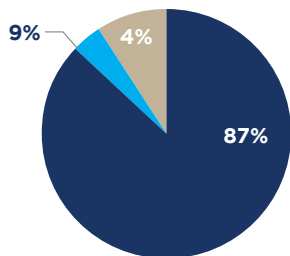


## June 29, 2019

The Ritz-Carlton, Tysons Corner  
McLean, VA

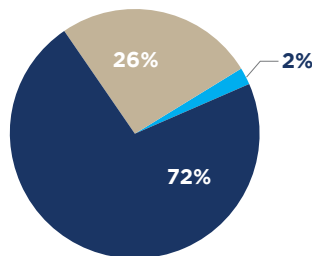
Providing an extensive update of the latest diagnostic and therapeutic advances in the field of Oncology in a one-day program.

Presented on behalf of the GW Cancer Center, this one-day program will welcome over 150 attendees and will provide an extensive update on the latest diagnostic and therapeutic advances in the field of oncology. Oncology Update boasts a nationally recognized faculty of leading experts in the field who will present cutting-edge research, new guidelines, and recent abstracts from major oncology meetings. The exhibit lounge, general session and special event opportunities give sponsors the ability to connect with practicing hematology and oncology clinicians; internal medicine physicians; oncology nurses; physician assistants and other health care professionals.



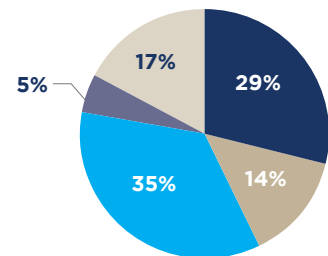
■ Hematology/Oncology (87%)  
■ Internal Medicine (4%)  
■ Other Specialties (9%)

### SPECIALITES



■ Physicians (72%)  
■ Allied Health (26%)  
■ Other (2%)

### CREDENTIALS



■ VA (29%)   ■ PA (5%)  
■ DC (14%)   ■ Other (17%)\*  
■ MD (35%)

### DEMOGRAPHICS

\* CA, CT, DE, FL, MD, MN, MO, NC, NJ, WV

Located in McLean, one of Northern Virginia's most desirable neighborhoods, The Ritz-Carlton, Tysons Corner is connected to high-end shopping at Tysons Galleria, and is a short distance from the iconic landmarks of downtown Washington, D.C.

- + Generate leads and expand your network in this intimate setting
- + Establish and strengthen relationships with this elite group of hematology and oncology practitioners
- + Increase your brand equity and promote company capabilities
- + Introduce new products and enter new markets
- + Develop competitive insight

## Premium Support Packages

At every support level, customized packages are built to meet your company's needs. We welcome both Unrestricted Educational Grants and Corporate Support.

## EXHIBITOR INFORMATION



### VIP Premium Support Package (Limited Availability) \$5,000

- One Premium exhibit booth with skirted table and two chairs
- Complimentary access for two (2) company representatives - Exhibitors will be provided name badges/passes, which must be worn at all times. Two name badges will be provided for each day. Additional badges are available for \$200 per person.
- Attendee List: a list of pre-registered attendees will be sent all confirmed exhibitors prior to the symposium. After the symposium, a final list will be sent. \*Please note: only limited attendee information will be provided (name, affiliation, city and state)
- Refreshments and lunches; however, we ask that exhibitors wait until attendees have selected their refreshments/food.
- Premium exhibit booth placement (subject to availability - first come first served)
- Option to select booth (subject to availability - first come first served)
- Listed as featured supporter in Attendee News email before and after conference
- Listed as featured supporter in the Thank-you to Exhibitors email after meeting
- Listed as featured supporter on the Oncology Update 2019 website
- Listed as featured supporter in the Oncology Update 2019 application
- Listed as featured supporter in the Exhibitor Passport
- Listed as featured supporter in meeting materials, including on-site signage
- Digital advertisement in Oncology Update 2019 application
- Social media post targeted to Oncology Update attendee list and alumni
- Premium supporter ribbon on exhibitor badges
- Premium supporter plaque for exhibit booth space

**Ask us about  
Exclusivity  
Options.**

### Presence and Brand Visibility Opportunities

#### Exclusive Sponsorship of All-Day Coffee: \$6500

Show your presence as attendees and faculty refresh and recharge throughout the day with all-day coffee. This exclusive sponsorship also includes a branded coffee cup with logo attribution, and acknowledgement in meeting materials.

#### Exclusive Support of Branded Lanyards: \$2000

Prominently display your company logo on this must-have accessory. Every attendee will receive a lanyard during Oncology Update 2019

### Networking and Social Functions

#### Enhanced Breakfast, Break or Lunch in the Exhibit Hall

Keep the attendees and faculty primed with food for thought. You will stand above the crowd with prominent signage displaying your organization's name and logo.

#### Product Forum \$8000 ONE AVAILABLE

A one hour session exclusively dedicated to your organization. Sponsorship will include marketing and audience generation assistance.

#### Roundtable in Exhibit Hall: Customized Pricing

Host a dialogue on the topic of your choice! Hold open discussions with healthcare practitioners, conduct market research, and learn more about your target audience.

Space at Oncology Update 2019 is limited, so to ensure you have the opportunity to network with this esteemed group, CONTACT:

**Janel Doyle • Client Relations Manager, Events & Custom Projects**

**T: (646) 453-5722 • janel.doyle@sanovaworks.com**

# ONCOLOGY UPDATE

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

## Exhibit Booth Pricing 2019

DESIRED QUANTITY \_\_\_\_\_

Exhibit Booth at Oncology Update 2019 ..... \$2,500

For more information on Exhibit Booths, contact

**Leo Schargorodski** at (202) 741-2250 or [lschargorodski@mfa.gwu.edu](mailto:lschargorodski@mfa.gwu.edu)

**Janel Doyle** at (646) 453-5722 or [janel.doyle@sanovaworks.com](mailto:janel.doyle@sanovaworks.com).

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## PAYMENT AND BILLING INFORMATION

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To register to exhibit please fill out this form and email this form to Leo Schargorodski at [lschargorodski@mfa.gwu.edu](mailto:lschargorodski@mfa.gwu.edu)

If paying by credit card please use the attached credit card authorization form. Otherwise, the letter of request is attached along with W9

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## APPLICANT INFORMATION

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Company/Organization: \_\_\_\_\_

Name/Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

I do not want to be near this company: \_\_\_\_\_

This Exhibitor Agreement is entered into between \_\_\_\_\_ (Exhibitor) and the 2019 ONCOLOGY UPDATE. This agreement takes effect upon acceptance by Exhibitor. The Exhibitor hereby ONCOLOGY UPDATE to provide Exhibitor with exhibit space at the ONCOLOGY UPDATE on June 29, 2019 (set-up times and days as indicated above). Exhibitor further agrees to abide by all Exhibitor terms and conditions as outlined in the Terms and Conditions. **DISCLAIMER:** Exhibit space is awarded on a first-come, first-served basis. Submission of this form does not guarantee exhibit space. ONCOLOGY UPDATE will notify Exhibitor applicant if exhibit space request cannot be honored. A confirmation packet will be sent upon arrival of payment. My signature below indicates that I have read the regulations, agreement terms and booth specifications in the Terms and Conditions.

SanovaWorks is a vendor of George Washington Cancer Center – Katzen Cancer Research. This Exhibitor Agreement is between the signee and GW. SanovaWorks, as a third party, shall not be responsible or liable for any shortage or discrepancy in, damage to, or loss or destruction of, any goods, or for any error, act, omission, or delay of any kind. All claims or causes of action that may be based upon, arise out of, or relate to this Agreement may be made only against the entities that are expressly identified as parties hereto, i.e. signee and GW.

Applicant/Exhibitor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

# EXHIBITOR TERMS & CONDITIONS

Ritz-Carlton, Tysons Corner, Va / June 29, 2019

The conference host hotel is herein referred to as "Hotel." Conference organizers, SanovaWorks and George Washington Cancer Center – Katzen Cancer Research reserve the right to change locations. Exhibitors will be notified of venue updates. All exhibits are subject to review by the George Washington Cancer Center – Katzen Cancer Research.

This agreement shall not be binding upon the George Washington Cancer Center – Katzen Cancer Research (GWCC) until accepted and executed by George Washington Cancer Center – Katzen Cancer Research. A countersigned copy of the contract will be returned to you as confirmation of your participation.

The violation of any part of this agreement, or any part of the regulations adopted by GWCC, shall at the election of the George Washington Cancer Center – Katzen Cancer Research, 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 the George Washington Cancer Center – Katzen Cancer Research.

## CATEGORIES OF EXHIBITS

The exhibit program is designed to provide oncology practitioners with first-hand information about products and services specific to their area of oncology and to serve as a forum for updating the physician's knowledge of current technological advances in the field. The exhibit program is an integral part of the overall education program for the seminar. Applications for exhibit space will be considered for products and services in the following categories: Pharmaceuticals specific to oncology (both prescription and non-prescriptions); equipment and devices that are designed for diagnosis and treatment of hematologic conditions; office equipment, record-keeping equipment, or services relating to the support of non-medical aspects of the practice of oncology; and scientific educational publications.

## ACCEPTANCE

ONCOLOGY UPDATE reserves the right to accept or refuse the booth application for any exhibit, and once an exhibit is on the floor, to require its modification or removal, whenever ONCOLOGY UPDATE considers such exhibit to be detrimental to its business, professional, or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of ONCOLOGY UPDATE. The submission of the Exhibitor registration signed agreements and full payment is requisite to qualify.

## CONFIGURATION SPECIFICATIONS

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.

## ELECTRICAL SERVICES

Electrical services are not included in any Sponsorship or Exhibitor Packages. Information and order forms for electrical service will be provided in the Exhibitor Service Kit which will be sent to you upon registration.

## BOOTH PACKAGE DESCRIPTION

- Exhibit space includes one 6' skirted table and two chairs.
- Attendee List: a list of pre-registered attendees will be sent to all confirmed exhibitors prior to the symposium. After the symposium, a final list will be sent.

- Please note: only limited attendee information will be provided (name, affiliation, city and state)
- Refreshments and lunches

## STAFF AT EXHIBIT BOOTH

Each exhibiting company is entitled to two (2) representative exhibitor badges. Additional staff beyond the entitled number are required to pay a registration fee of \$200 per additional. Exhibit staff must open and close booths during official times.

## HOTEL RESERVATIONS POLICY

Check <https://smhs.gwu.edu/hemonc/live-activities/oncology-update/hotel-travel> for more information. Please have confirmed arrival and departure dates accessible.

## NAME BADGE CHANGES / BOOTH CANCELLATIONS / REFUND POLICY

Name badge changes / cancellations must be received by e-mail. Any change made to a name badge will be subject to a \$50 administrative fee and must be submitted in writing. Exhibitors will be provided name badges/passes, which must be worn at all times. Exhibitors may not share badges. Additional badges can be purchased at \$200 per day per badge.

Space cancelled within 7 days of booth registration and prior to May 1, 2019 will receive a 75% refund; cancellation; after May 1, 2019, no refunds will be given. Refunds of any payment for tabletop space will be made at the sole discretion of George Washington Cancer Center – Katzen Cancer Research with a \$150 processing fee deducted from the total paid.

## ADVERTISING

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. George Washington Cancer Center – Katzen Cancer Research 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 George Washington Cancer Center – Katzen Cancer Research. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc. are not permitted except by firms that have engaged with ONCOLOGY UPDATE space to exhibit and then only in exhibit area assigned. No product advertisements will be permitted in the program room.

## BOOTH ACTIVITIES / DEMONSTRATIONS / AV

The exhibitor is permitted to demonstrate the firm's equipment and to make informal presentations regarding the product line or service in the booth. Additional forms of entertainment, amusement or demonstrations of non-product related items or services must be approved in writing by ONCOLOGY UPDATE. Only activities in accordance with the professional demeanor of the ONCOLOGY UPDATE exhibits program will be permitted. The use of sound systems other than closed-sound systems is permitted only with prior written approval by ONCOLOGY UPDATE. ONCOLOGY UPDATE reserves the right to close any booth not in compliance with the above stated.

## 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

meeting. It is the sole responsibility of the exhibiting company to acquire any licenses or permits as may be required. GWCC reserves the right to restrict sales activities that it deems inappropriate, unprofessional, or which do not abide by the requirements of the meeting's accrediting body.

## **FDA REGULATIONS**

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. If the FDA or a court of competent jurisdiction determines that a company's exhibit is in violation of any FDA regulations, the company may be subject to sanctions.

## **GWCC CONTROL OF CONTENT**

The rental of exhibit shall not influence the control of content or selection of presenters and moderators. GWCC is ultimately responsible for control of content and selection of presenters and moderators, abiding by any and all associated regulations such as ACCME regulations.

**Disclosure of Financial Relationships:** GWCC will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the GWCC and the company or between individual speakers or moderators and the company.

**Involvement in Content:** There will be no "scripting," emphasis, or influence on content by the company or its agents.

**Objectivity & Balance:** GWCC will make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.

**Limitations of Data:** GWCC will ensure, to the extent possible, disclosure of limitations of data, (e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion).

**Discussion of Unapproved Uses:** GWCC will require that presenters disclose when a product is not approved in the United States for the use under discussion.

**Opportunities for Debate:** GWCC will ensure opportunities for questioning or scientific debate.

All other support associated with this CME activity may only be provided with the full knowledge and approval of GWCC.

No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (additional honoraria, etc.).

## **MEDIA**

Taking photographs or videotaping is strictly prohibited, other than an official GWCC photographer. GWCC reserves the right to photograph or videotape an exhibit.

## **SUBLETTING / SHARING OF SPACE**

No part of any exhibit space may be reassigned, sublet or shared with any other party by that exhibitor.

## **INSURANCE / LIABILITY**

It is the responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as determined by ONCOLOGY UPDATE. Insurance protection will not be afforded to the exhibitor either by the meeting organizers or the Hotel. Exhibitors shall be fully responsible to pay for any and all damages to property owned by the GWCC, its owners or managers which result from any act or omission of an exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless GWCC, 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 GWCC, its owners, managers, officers, or directors, agents, employees, subsidiaries and affiliates. The exhibitor acknowledges that GWCC 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 signing an application to exhibit, understands that they assume responsibility for the conditions described above.

## **EQUIPMENT AND FURNISHINGS**

ONCOLOGY UPDATE will not provide equipment or furnishings for your exhibit space other than those listed in the Sponsorship and Exhibitor Package descriptions. Additional equipment and furnishings are contracted separately and may be ordered from the Exhibitor Service Kit which will be mailed to you shortly after application approval.

## **RELOCATION OF EXHIBITS**

ONCOLOGY UPDATE reserves the right to alter the location of exhibits, if deemed advisable in the best interest of the exposition. ONCOLOGY UPDATE shall have the further right to prohibit, bar, prevent, and/or remove any exhibit or proposed exhibit, or any part or portion thereof, which, in the judgment of ONCOLOGY UPDATE, is unsuitable or inappropriate for the exhibit. Such right shall extend, but shall not be limited to, all equipment, materials, displays, installations, and other items used or distributed by Exhibitors during ONCOLOGY UPDATE.

## **SPACE ASSIGNMENT PROCESS**

Booth locations will be assigned at the sole discretion of show management. Placement will be made based on date of reservation and separation of competitive products. We expect the exhibit hall to sell out in 2019; therefore, we strongly recommend that you send in your registration and payment as soon as possible.

## **SECURITY**

Exhibitors are responsible for safeguarding their goods, materials, equipment and exhibits at all times. Neither the meeting organizers nor the Hotel will be responsible for the loss of or damage to any property.

## **FIRE AND SAFETY REGULATIONS**

All draping or display materials of cloth must be fireproof. Under no conditions will combustible oils or gases be permitted in the exhibit area. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed. Exhibitors must comply with Hotel safety and fire code.

## **INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS**

All matters in question not specifically covered by these rules and regulations are subject to the decision of the meeting organizers.

## 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 SO1(C)(3)**

4 Exemption codes apply only to certain entities, not individuals; see instructions on page 5):

Exempt payee code (if any) 1

Exemption from FATCA reporting code (if any) A

(Applies to accounts not held 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

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OR

Employer identification number

5	3	-	0	1	9	6	5	3	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 ▶ 3/20/18

Vendors - Note that GW's above address is used for tax purposes only. It is not a remit-to address. For all correspondence, including payments, please contact the GW department with which you are working.

GW Department - Complete the section below before sending to the vendor.

Department: **Katzen Cancer Research Center**

Contact Person/Phone/Email: **Leo Schargorodski**

Mailing Address: **2150 Pennsylvania Avenue, Suite 1-401, Washington, DC 20037**

# ONCOLOGY UPDATE

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

## Credit Card Authorization Form Oncology Update

The GW Cancer Center and the Dr. Cyrus and Myrtle Katzen Cancer Research Center are dedicated to fighting cancer through research, patient support and assistance.

The GW Katzen Center Cancer Conferences are presented by the GW Cancer Center and the Katzen Cancer Research Center to inform health care professionals of the most recent advances in cancer research and its application to surgery and treatment.

### Please complete the following information.

I want to support The Katzen Cancer Research Center, Oncology Update 2019 conference with an exhibit fee of \$2,500.00 .

Please use the credit card authorization form below for payment. Please fill out completely for processing.

Company/Organization: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

### Credit Card Information

Amount	\$		
Credit Card Information (circle one)	Master Card	VISA	American Express
Credit Code Security Code:			
Credit Card Number	_____		
Credit Card Expiration Date	_____		
Signature	_____		

Mail to: Leo Schargorodski, Executive Director  
Katzen Cancer Research Center  
2150 Pennsylvania Avenue, NW, Suite 1-401  
Washington, DC 20037