

## 12<sup>th</sup> Annual Lung Cancer Symposium Thursday - Friday, March 7-8, 2024 The Warwick Hotel, Philadelphia, PA **NEW LOCATION!**

### COURSE CO-DIRECTORS:

*Julie Barta, MD; Gregory Kane, MD; Olugbenga T. Okusanya, MD; Maria Werner-Wasik, MD*

### COURSE PLANNERS:

*Rita Axelrod, MD; Nathaniel R. Evans III, MD; Prarthna Chandar, MD; Sarah Gordon, DO; Ronald Myers, PhD;  
Teresa Giamboy, CRNP; Brooke M. Ruane, CRNP; Tamara LaCouture, MD; Christine Shusted, MPH;  
Jerin Juby, MA, RRT; Katherine Stull, PA-C*

Dear Representative,

On behalf of the Thomas Jefferson University Departments of Surgery, Medicine - Division of Pulmonary and Critical Care Medicine, Radiation Oncology, Medical Oncology, the Jane and Leonard Korman Respiratory Institute – Jefferson Health and National Jewish Health and at Thomas Jefferson University, we would like to formally invite your company to exhibit at the **12<sup>th</sup> Annual Lung Cancer Symposium** on Thursday-Friday, March 7-8, 2024. This program will be held at The Warwick Hotel in Philadelphia, PA.

As an exhibitor at this event, you will have the opportunity to personally share your product information directly with approximately 200 medical practitioners, primarily specialists, whose practices focus on the screening, diagnosis, management, and treatment of lung cancer, representing hospital-based and office based practices from the greater Philadelphia and tri-state area. There will be **four levels of exhibiting** opportunities: Platinum Showcase, Gold, Silver, and Bronze Levels, along with an opportunity for an in person Product Theater.

To encourage attendee-exhibitor interaction, the attendees will be provided with an Exhibitor Score Card, with the names of all of the companies exhibiting at the conference. The attendees will have the opportunity to visit each of the exhibit booths to have one company representative sign their Score Card, with the possibility of winning one of several prizes at the end of the conference. Please note, exhibit funds will not be used toward the raffle prizes/giveaways as institutional and registrations funds will cover these expenses.

We are hopeful that you will join us as an exhibitor for this exceptional in person program and important networking event, an experience most appropriately deserving of your participation and support. Please register online at <http://jeffline.jefferson.edu/jeffcme/Pulmonary/exhibitors.cfm> to reserve a booth today! Please feel free to contact me with any questions you may have.

Thank you,

**Jodi Markizon**

CPD Planner - Thomas Jefferson University  
[Jodi.Markizon@jefferson.edu](mailto:Jodi.Markizon@jefferson.edu)

*\*Please note that Sidney Kimmel Medical College/Thomas Jefferson University is not listed as a covered recipient on the CMS/Sunshine Act list. Questions about Jefferson's status may be directed to [jefferscpd@jefferson.edu](mailto:jefferscpd@jefferson.edu).*

**Exhibit Information**  
**12<sup>th</sup> Annual Lung Cancer Symposium**

<b>Conference Date</b>	Thursday - Friday, March 7-8, 2024																			
<b>Conference Location</b>	The Warwick Hotel Rittenhouse Square Philadelphia 220 S 17th St, Philadelphia, PA 19103	Phone: (215) 735-6000 Website: <a href="https://www.warwickrittenhouse.com/">https://www.warwickrittenhouse.com/</a>																		
<b>Exhibit Location/ Times  (Eastern Time)</b>	<p><b><u>Representatives may begin set-up at 6:00AM on Thursday, March 7, 2024.</u></b> Subject to change. Will confirm set-up time the week of the event. The exhibit hall will be open throughout the conference, however the following preliminary times are dedicated exhibit times where food and beverage will be served:</p> <p><b><u>Thursday, March 7, 2024</u></b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">7:00AM - 8:00AM</td> <td>Registration, Continental Breakfast &amp; Exhibits</td> </tr> <tr> <td>9:55AM - 10:15AM</td> <td>Break &amp; Exhibits</td> </tr> <tr> <td>12:00PM - 1:00PM</td> <td>Lunch &amp; Exhibits</td> </tr> <tr> <td>1:50PM - 2:10PM</td> <td>Break &amp; Exhibits</td> </tr> <tr> <td>3:00PM - 4:45PM</td> <td>Exhibits and Networking Reception</td> </tr> </table> <p><b><u>Friday, March 8, 2024</u></b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">7:00AM - 7:50AM</td> <td>Registration, Continental Breakfast &amp; Exhibits</td> </tr> <tr> <td>9:45AM - 10:05AM</td> <td>Break &amp; Exhibits</td> </tr> <tr> <td>11:40AM - 12:30PM</td> <td>Lunch &amp; Exhibits</td> </tr> <tr> <td>1:30PM - 2:00PM</td> <td>Break &amp; Exhibits</td> </tr> </table>		7:00AM - 8:00AM	Registration, Continental Breakfast & Exhibits	9:55AM - 10:15AM	Break & Exhibits	12:00PM - 1:00PM	Lunch & Exhibits	1:50PM - 2:10PM	Break & Exhibits	3:00PM - 4:45PM	Exhibits and Networking Reception	7:00AM - 7:50AM	Registration, Continental Breakfast & Exhibits	9:45AM - 10:05AM	Break & Exhibits	11:40AM - 12:30PM	Lunch & Exhibits	1:30PM - 2:00PM	Break & Exhibits
7:00AM - 8:00AM	Registration, Continental Breakfast & Exhibits																			
9:55AM - 10:15AM	Break & Exhibits																			
12:00PM - 1:00PM	Lunch & Exhibits																			
1:50PM - 2:10PM	Break & Exhibits																			
3:00PM - 4:45PM	Exhibits and Networking Reception																			
7:00AM - 7:50AM	Registration, Continental Breakfast & Exhibits																			
9:45AM - 10:05AM	Break & Exhibits																			
11:40AM - 12:30PM	Lunch & Exhibits																			
1:30PM - 2:00PM	Break & Exhibits																			
<b>Exhibitor Registration</b>	<a href="http://jeffline.jefferson.edu/jeffcme/Pulmonary/exhibitors.cfm">http://jeffline.jefferson.edu/jeffcme/Pulmonary/exhibitors.cfm</a>																			
<b>Electrical Needs</b>	Electrical needs should be communicated to Jodi Markizon via email at <a href="mailto:jodi.markizon@jefferson.edu">jodi.markizon@jefferson.edu</a> no later than February 22, 2024. After this date, we will try to accommodate any electrical request but may be unable to do so.																			
<b>Payment</b>	<p>All payments must be received no later than March 7, 2024. If a check is scheduled to come after that date, we will require a credit card on file ahead of time.</p> <p>Please make check payable to: Thomas Jefferson University          Mail to: Thomas Jefferson University, Office of CPD          Jefferson Alumni Hall          1020 Locust Street, Suite M-5          Philadelphia, PA 19107</p> <p><b>*American Express, Visa and MasterCard also accepted.</b> See attached Credit Card Payment Form to pay via credit card.</p>																			
<b>Shipping</b>	<p>Shipments will be accepted by The Warwick Hotel <b><u>no more than two days</u></b> prior to the conference. Be sure to include the following information when shipping your materials:</p> <p style="padding-left: 40px;">Hold for Arrival - Attn: Rep's name, Company Name          The Warwick Hotel Rittenhouse Square Philadelphia          220 S 17th St          Philadelphia, PA 19103          Warwick Manager: Jessica Chhan          Lung Cancer Symp - March 7-8, 2024          Package 1 of....</p> <p>The hotel and the Office of CPD does not accept any liability for equipment, goods, displays or other materials which arrive unmarked or fail to arrive at the hotel. Each exhibiting company is responsible for insuring its property for loss or damage. <b>All company representatives are solely responsible for coordinating return shipping at the conclusion of the conference with The Warwick Hotel representatives.</b></p>																			
<b>Exhibit Rules</b>	<p>All in person exhibits must be tabletop or portable in nature not to exceed 6ft in width. Each in-person exhibit company will be provided a 6' x 30" draped table and chairs. Each exhibitor will be listed in the course exhibit directory, in the administrative slideshow and on conference posters.</p> <p><b>PLEASE NOTE: We will <u>not be allowing multiple reps to switch out on the same day.</u> You can however send different reps on day 1 and day 2. We <u>will not be lenient</u> with this policy and will turn away multiple reps on site.</b></p>																			

**Exhibit Information**  
**12<sup>th</sup> Annual Lung Cancer Symposium**

	<p><b>Exhibitors acknowledge that:</b></p> <ul style="list-style-type: none"> <li>• Exhibitor is not furnishing commercial support for this conference, exhibitor is buying virtual or in person exhibit space.</li> <li>• Exhibitor activities are restricted to the allocated physical or virtual exhibit space at the conference. Distribution of educational/promotional materials by exhibitors is limited to their booth space in the exhibit area. Distribution of materials will not be permitted anywhere else in the hall, in conference meeting space, or at the entrances to the conference meeting space.</li> <li>• Advertisements and promotional materials will not be visible on the screen at the same time as the accredited content and not interleaved between computer windows or screens of the accredited content.</li> <li>• Advertising of any type is prohibited within the educational content.</li> <li>• Audio and Video: Advertisements and promotional materials will not be included within the accredited content. There will be no ‘commercial breaks’.</li> <li>• Exhibits are intended for informational purposes. Products may not be sold in the virtual exhibit hall.</li> <li>• The recording (photographic, screen capture, audio and/or video) of the conference and/or its attendees is prohibited.</li> <li>• The purpose of the exhibit is to further the education of meeting attendees through product and service displays and demonstrations. Exhibitor personnel may observe should the conference space allow, but must refrain from any participation or recording of any scientific sessions on that company’s behalf.</li> <li>• The conference is not responsible for the security of exhibitors' materials. We suggest that exhibitors leave nothing of value (e.g., laptop computer, audio-visual equipment, etc.) unattended at any time in the exhibit hall.</li> </ul>
<p><i>Cancellation by the Conference Organizers</i></p>	<p>In the event that the Conference would have to be cancelled, the organizers are not responsible for any airfare, hotel, and/or other costs incurred by exhibitors. The conference will refund the full exhibit fee paid by the company.</p>
<p><i>Sunshine Act</i></p>	<p>The Parties acknowledge and agree that Exhibiting Company may be subject to Section 6002 of the Affordable Care Act, which added Section 1128G to the Social Security Act, and its implementing regulations codified in 42 CFR 402 &amp; 403 (collectively the “Sunshine Act”).</p> <p>Exhibiting companies are solely responsible for collecting any information about actions within their exhibit space that constitutes a payment or transfer of value to a Covered Recipient that is required to be reported under the Sunshine Act.</p>
<p><i>Exhibitor Refund Policy</i></p>	<p>Requests for exhibitor fee refunds must be submitted in writing and received by the Office of CPD before <b>February 7, 2024</b>. There will be no refunds after this period. Cancellations notified before the one month period will incur a 10% cancellation fee. Exhibitors who fail to attend the conference are responsible for the entire fee. All refunds will be processed after the conference.</p> <p style="padding-left: 40px;">Submit refund requests to:  Office of CPD  Thomas Jefferson University  Jefferson Alumni Hall  1020 Locust Street, Suite M-5  Philadelphia, PA 19107</p> <p>Or by email to <a href="mailto:jeffersoncpd@jefferson.edu">jeffersoncpd@jefferson.edu</a> - please include the activity name in the subject line.</p>
<p><i>Questions?</i></p>	<p>Please contact Jodi Markizon at <a href="mailto:jodi.markizon@jefferson.edu">jodi.markizon@jefferson.edu</a> with any questions or concerns.</p>

**Exhibit Information**  
**12<sup>th</sup> Annual Lung Cancer Symposium**

## *Exhibit Levels and Benefits*

**PLATINUM  
LEVEL**

**\$10,000**

*(limited to first 2  
paid companies)*

- *Choice of Premium Exhibit Booth location in Exhibit Area (first come, first serve basis)*
- 2 full page, color company advertisement in Exhibitor Directory ( *Due: February 23, 2024*) Ad specifications: PDF format, letter size (8.5x11), no bleed, preferably with a border.
- *Networking Lunch with selected Course Planners* during the designated Lunch & Exhibits
- Prime exhibit location
- Individual company acknowledgement signage
- Acknowledgement posted online via a Virtual Exhibit Hall and emailed to all participants before and after the conference
- Special name badge designation
- Up to 6 company representatives
- 4 complimentary conference attendees for CE credit
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Attendee List (Attendees who gave permission for info to be shared)
- Two 6ft draped table

**GOLD LEVEL**

**\$7,500**

*(limited to first 4  
paid companies)*

- 1 full page, color company advertisement in Exhibitor Directory ( *Due: February 23, 2024*) Ad specifications: PDF format, letter size (8.5x11), no bleed, preferably with a border.
- *Networking Lunch with selected Course Planners* during the designated Lunch & Exhibits
- Prime exhibit location
- Individual company acknowledgement signage
- Special name badge designation
- Up to 3 company representatives
- 3 complimentary conference attendees for CE credit
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Attendee List (Attendees who gave permission for info to be shared)
- One 6ft draped table

**SILVER  
LEVEL**

**\$4,500**

- 1 half page, black and white company advertisement in Exhibitor Directory ( *Due: February 23, 2024*)
  - Ad specifications: JPEGF format, letter size (8.5 by 5.5), no bleed, preferably with a border
- Up to 2 company representatives
- 2 complimentary conference attendees for CE credit
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Attendee List (Attendees who gave permission for info to be shared)
- One 6ft draped table

**BRONZE  
LEVEL**

**\$3,000**

- 1 company representatives at table
- PowerPoint slideshow acknowledgement
- Company listing in printed Exhibitor Directory
- Included in On-Site Exhibitor Raffle (prize provided by Jefferson)
- Attendee List (Attendees who gave permission for info to be shared)
- One 6ft draped table

Exhibit Information  
12<sup>th</sup> Annual Lung Cancer Symposium

**Exhibitor Raffle and Score Card - BACK BY POPULAR DEMAND!**

To encourage attendee-exhibitor interaction, the attendees will be provided with an Exhibitor Score Card, with the names of all of the companies exhibiting at the conference. The attendees will have the opportunity to visit each of the exhibit booths to have one company representative sign their Score Card, with the possibility of winning one of several prizes at the end of the conference.

**Please note exhibit monies received will not be used to purchase materials related to the Exhibitor Raffle as institutional and registration funds will cover these expenses.**

**Networking Reception- RETURNING THIS YEAR FOR EVERYONE!**

All Exhibitors are invited to partake in the exhibits and Networking Reception Program, from 3:00-4:45PM on March 7, 2024 immediately following the symposium, in the exhibit hall.

Additional Benefits:

## Product Theater Opportunities

Product Theaters provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. Jefferson Office of CPD recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.

Product theaters provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session at the program. This opportunity is limited to a 30-minute session. Due to space constraints, it will be capped at 50 attendees per a session.

This is a live, in person opportunity where a basic AV set up of a screen; projector and microphone will be provided. Any additional AV requirements will be at the expense of your company.

**PRODUCT  
THEATER -  
\$6,500**

**\*LIMITED TO  
TWO  
COMPANIES\***

- Product theaters will be advertised to registered conference attendees prior to the meeting.
- Companies may provide a 1 page digital flyer that will be sent to attendees ahead of the conference
- Product theaters will be advertised to registered conference attendees and faculty during the running slideshow in the conference room during breaks
- Companies may provide a physical flyer to be put out for attendees and faculty at check in

Available slots\*:

- Thursday, March 7, 2024 - 12:15PM-12:45PM
- Friday, March 8, 2024 - 7:15AM-7:45AM

\*Slot selections are based on who registers first. We cannot guarantee any slot until your registration is completed.

### SEND US YOUR SUGGESTIONS!

If you have suggestions for an exhibit features or other advertising opportunities, please email

[Jodi.Markizon@jefferson.edu](mailto:Jodi.Markizon@jefferson.edu).

*Additional fees may apply.*

## **EXHIBITOR CREDIT CARD PAYMENT FORM**

**12<sup>th</sup> Annual Lung Cancer Symposium**  
**Thursday, March 7 - Friday, March 8, 2024**  
**Thomas Jefferson University**

**Exhibit Fee:** Indicate your level of exhibit:

- Platinum Level \$10,000**
- Gold Level \$7,500**
- Silver Level \$4,500**
- Bronze Level \$3,000**
- Product Theater \$6,500**

*Payment is due on or before March 7, 2024*

Company Name: \_\_\_\_\_

Company Representative (to contact with questions): \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

I hereby authorized use of my:	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> American Express	Amount \$ _____
Account Number:			Expiration Date:	
Cardholder's Name:			Signature:	
Credit Card Billing Address: <i>(include City, State and Zip)</i>				
Email Address: <i>A copy of the receipt will be sent upon processing</i>				
E-Mail: Send completed form to <a href="mailto:Jodi.Markizon@jefferson.edu">Jodi.Markizon@jefferson.edu</a>				

**ONLINE EXHIBITOR REGISTRATION MUST ALSO BE COMPLETED**

**TO COMPLETE VISIT - <http://jeffline.jefferson.edu/jeffcme/Pulmonary/exhibitors.cfm>**



# Request for Taxpayer Identification Number and Certification

**Give Form to the  
requester. Do not  
send to the IRS.**

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

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>THOMAS JEFFERSON UNIVERSITY</b>		
	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 <b>one</b> of the following seven boxes.		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) <u>  1  </u>  Exemption from FATCA reporting code (if any) <u>  A  </u>  <small>(Applies to accounts maintained outside the U.S.)</small>
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>NON-FOR-PROFIT 501C3</b>		
	5 Address (number, street, and apt. or suite no.) See instructions. <b>1101 MARKET STREET, SUITE 2004</b>		Requester's name and address (optional)
	6 City, state, and ZIP code <b>PHILADELPHIA, PA 19107</b>		
	7 List account number(s) here (optional)		

## Part I Taxpayer Identification Number (TIN)

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

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>									
<b>or</b>									
<b>Employer identification number</b>									
2	3	-	1	3	5	2	6	5	1

## Part II Certification

Under penalties of perjury, I certify that:

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
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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

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

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <b>01/12/2023</b>
------------------	----------------------------	--------------------------

Yevgeniy Shcherbakov, Acct. Manager

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*