August 15, 2022

Precision Surgery Intraoperative Molecular Imaging 3rd Clinical Trials Update
A CME/CNE-accredited Conference
Friday, November 11, 2022
7:00 am – 6:00 pm EST
In Person Rittenhouse Hotel, Philadelphia
Virtually via AJI Media Livecast powered by Accelevents at
PennMedicine.org/Abramson/PSIMI2022

On behalf of the Office of Continuing Medical and Interprofessional Education and the Abramson Cancer Center of the University of Pennsylvania, we officially invite you to exhibit at the upcoming Precision Surgery Intraoperative Molecular Imaging 3rd Clinical Trials Update, CME/CNE-accredited Conference. The meeting is scheduled to take place on Friday, November 11, 2022, 7:00 am – 6:00 pm EST, in person at The Rittenhouse Hotel and/or virtual at PennMedicine.org/Abramson/PSIMI2022. It is expected that 150 will attend in person and 200 will attend virtually. The educational meeting will be separate from the exhibit hall for both the in person and virtual format.

The cost to exhibit is $3000. There are 2 options.

Option 1 - In Person Table and Virtual Booth
- 4 representatives attending in person or virtually
- An exhibit table at the Rittenhouse Hotel
- A virtual booth on AJI Media Livecast powered by Accelevents platform:
  o Display digital assets, such as PDFs, PPT, web links and videos
  o Video or Text Chat 1:1 with attendees from your booth (optional)
  o The booth should contain at least: company logo, one asset/web link and a representative staffing the booth
- Listing on conference website
- Listing on virtual board (logo scrolling on exhibit hall tab) and holding cards (company name displayed during meeting downtime)
- Listing on conference syllabus

Option 2 - Virtual Booth Only
- 4 representatives attending virtually
- A virtual booth:
  o Video or Text Chat 1:1 with attendees from your booth (optional)
The booth should contain at least: company logo, one asset/web link and a representative staffing the booth

- Listing on conference website
- Listing on virtual board (logo scrolling on exhibit hall tab) and holding cards (company name displayed during meeting downtime)
- Listing on conference syllabus

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<thead>
<tr>
<th>Virtual Exhibitor Timeline and Due Dates:</th>
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<tbody>
<tr>
<td>• Shortly after your agreement is received you will receive an email with instructions and due dates. Start to gather your assets for the booth.</td>
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<tr>
<td>• 10/7/2022: Dropbox opens – load assets to box including “Virtual Exhibit Booth Information sheet” (included with your email instructions)</td>
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<td>• 10/25/2022: Last day to access Dropbox before the Dropbox Black Out Period</td>
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<td>• 10/26 - 10/31/2022: Dropbox Black Out Period - AJI Media Team builds booth, you will not have access to the Dropbox</td>
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<td>• 11/1/2022: Meet with AJI Media and ACC teams for walk through/tech rehearsal (choice of 2 sessions) - you will not have access to your booth prior to the walk through/tech rehearsal</td>
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<td>• EOD 11/1/2022: Exhibit booth goes live. You will now be able to access your booth and make changes</td>
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<td>• 11/7 – 11/10/2022: Receive Participant Email with all conference information and link to Register and Enter the conference – You must perform this step in order to enter the Main Stage the day of the conference.</td>
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<th>In-Person Exhibitor Display Information:</th>
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<td>• Exhibitors are responsible for supplies, set-up, take-down, delivery and any additional costs related to your display.</td>
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<td>• You will be provided with a skirted table and access to electrical outlets.</td>
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How representatives may view the educational meeting:
- In person or virtually from the Rittenhouse exhibit hall
- Rittenhouse meeting room if space allows
- Virtually from location of your choice

Provider Background
In support of improving patient care, Penn Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. The CME program at Penn Medicine is administered by Office of Continuing Medical and
Interprofessional Education office. The professional continuing education of physicians has always been an important part of the institution’s missions in education, research and patient care.

All presentations provided as part of our certified educational activities are peer-reviewed to ensure that all content is valid, unbiased, scientifically sound, and that all clinical recommendations are based on the best evidence available. We aim for the highest levels of evaluations available to include measurements of outcomes at the levels that go beyond capturing just participants’ reaction and whether the learning occurred, and concentrate on behavioral changes and achievement of results that will result in patient care improvements.

Overview
Penn’s Abramson Cancer Center and Center for Precision Surgery present this activity to review and discuss recent progress and future challenges in clinical trials for intraoperative molecular imaging during cancer surgery. Lectures and interactive participation will encourage a dynamic exchange of ideas between faculty and attendees.

Learning Objectives
At the completion of this course, participants should be able to:

- Describe the status of ongoing or completed clinical trials in the field of intraoperative molecular imaging for cancer surgery
- Define indications and endpoints for intraoperative imaging trials in clinical cancer surgery
- Identify differences in camera imaging systems and advantages/disadvantages of various engineering and technology solutions

Who Should Attend
This activity is designed for surgeons and researchers interested in learning about intraoperative molecular imaging. This includes surgical oncologists, neuro-surgeons, thoracic surgeons, gynecologic oncology surgeons, gastrointestinal surgeons, otorhinolaryngologists/head and neck cancer surgeons, and other healthcare professionals involved in intraoperative molecular imaging for cancer such as radiologists, physicists, engineers, research scientists, and technologists.

If you are interested in exhibiting, please visit the **Exhibitor Tab where you will find:**

- Exhibitor Agreement
- Letter of Request
- Agenda
- In-person and Virtual Booth Information and Specifications
- Video Explainers of the Exhibit Process and Virtual Platform

Once you complete the Exhibitor Agreement you will receive instructions on how to pay electronically, via web or by check via US mail.