September 22, 2021

Virtual Exhibit Request
10th Neuro-Oncology Brain Tumors CME/CNE-accredited Symposium
Friday, January 28, 2022 7:00 am to 4:00 pm EST
Virtual Meeting at PennMedicine.org/Abramson/Brain2022

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 virtually exhibit at the upcoming 10th Neuro-Oncology Brain Tumors CME/CNE-accredited Symposium. The meeting is scheduled to take place on Friday, January 28, 2021, 7:00 am to 4:00 pm EST, a Virtual Meeting at PennMedicine.org/Abramson/Brain2022.

The cost to virtually exhibit is $1500.

The event platform (Accelevents) will translate the traditional live exhibit hall into a virtual environment.
Virtual Exhibit fee includes
- Digital Booth in the Virtual Exhibit Hall to:
  - Display digital assets, such as PDFs, PPT, Web links and videos
  - Video or Text Chat 1:1 with attendees from your booth (optional)
- Registration for 2 representatives
- Listing on conference website
- Listing on virtual board (holding cards displayed during meeting downtime)
- Listing in conference syllabus

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**

In a decade (2011-2021) of unprecedented progress in neuro-oncology, innovation has paved the way for the long-term survival of our patients with brain tumors. The purpose of this educational activity is to provide a review of new treatment options in neuro-oncology, including surgical techniques, and intraoperative imaging, along with, radiation and systemic therapies that have improved patient outcomes. Sessions will feature the latest advances in state-of-the-art care for practicing clinicians treating patients with brain tumors. Cutting-edge topics in precision medicine, including genetic, translational, and clinical research will also be featured. Activity format will provide significant opportunity for interaction with expert faculty and other attendees with the aim of implementing new standards of patient care. Participants will leave with up-to-date, practical information which will have immediate clinical application, as well as technical and scientific background on the current state, and where the latest scientific advances may take the field.

**Learning Objectives**

- Upon completion of this course, participants should be able to:
  - Implement WHO classification of brain tumors and how molecular profiling affects diagnosis, MRI interpretation, prognosis and therapy of patients with gliomas
  - List advances in the surgical treatment of brain tumors including the use of fiber tracking (DTI), awake craniotomy, brain mapping, laser thermocoagulation, and fluorescence IGS (image-guided surgery)
  - Identify the role of immune system to defend against CNS malignancy including the new class of checkpoint inhibitors and the potential use of CAR-T cell therapy
  - List the benefits and application of proton therapy for low-grade and malignant gliomas
  - Identify the scientific rationale, practical application, and survival benefit of electric field therapy for malignant brain tumors
  - Identify the rationale and potential for viral therapies for malignant gliomas
  - List recent advances in anti-angiogenic therapy in the treatment of gliomas

**Who Should Attend**

This symposium is designed for neurosurgeons, neuro-oncologists, neurologists, radiologists, medical oncologists, radiation oncologists, primary care physicians, oncology nurses, pharmacists and other healthcare professionals involved in the treatment of patients with brain tumors. Additionally, patients and their caregivers, family members, advocates and members of the public who may benefit from understanding current innovative approaches to brain tumor care are invited.

The 2020 conference drew 238 participants. This year 250 participants are expected.
If you are interested in exhibiting, please visit the **Exhibitor Tab** where you will find:

- Exhibitor Agreement
- Letter of Request
- Agenda
- Virtual Booth Information and Specifications
- Video explainers of the Virtual platform and exhibit process

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