Virtual Exhibit Request

17th Wallace H. Clark Jr., MD Lectureship in Cutaneous Oncology & Melanoma Symposium
Thursday, October 14, 2021 8:00 am to 12:00 pm EDT
Virtual Meeting at PennMedicine.org/Abramson/clark2021

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 17th Wallace H. Clark Jr., MD Lectureship in Cutaneous Oncology & Melanoma Symposium CME-accredited live virtual activity. The meeting is scheduled to take place on Thursday, October 14, 2021, 8:00 am to 12:00 pm EDT, a Virtual Meeting at PennMedicine.org/Abramson/clark2021. The cost to virtually exhibit is $1000.

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 the 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**
The diagnosis, prognosis, and management of patients with cutaneous malignancies is rapidly evolving due to new understanding, guidelines, and regulatory approvals. This symposium is designed to update participants on important topics in cutaneous oncology and melanoma. Penn Medicine and guest faculty will provide updates on issues critical to patient management. Participants will gain up-to-date, practical information with immediate clinical application, as well as a technical and scientific background on the current state of the field and emerging advances.

**Objectives**
At the completion of this course, participants should be able to:
- List advances in the surgical management of melanoma
- Implement evidence based tumor testing beyond BRAF including timing, methodology and treatment options
- Identify new therapeutic options for malignant melanoma including individualizing therapy selection and optimal sequencing for immunotherapy management
- Identify the evolving evidence in the management of advanced or metastatic Merkel Cell Carcinoma

**Who Should Attend**
This activity has been designed for dermatologists, dermatopathologists, medical oncologists, hematologists/oncologists, surgical oncologists, radiation oncologists, primary care physicians, oncology nurses, and other healthcare professionals who care for patients with melanoma.

The 2018 conference drew over 100 participants. This year 200 participants are expected, as this is a virtual conference we will be mailing to a national list as opposed to a regional list as in the past.

**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.