July 12, 2022

3rd Celebration of Hope: A Kidney Cancer Symposium
For patients and public
Friday, September 23, 2022
7:30 am – 3:00 pm EDT
In Person Hilton Philadelphia Hotel, City Ave.
Virtually via AJI Media Livecast powered by Accelevents at
PennMedicine.org/Abramson/Kidney2022

On behalf of the Abramson Cancer Center of the University of Pennsylvania and the Judy Nicholson Kidney Cancer Foundation, we officially invite you to exhibit at the upcoming 3rd Celebration of Hope: A Kidney Cancer Symposium, for patients and public. The meeting is scheduled to take place on Friday, September 23, 2022 from 7:30 am – 3:00 pm in person at the Hilton City Ave Hotel, Philadelphia and/or virtual at PennMedicine.org/Abramson/Kidney2022.

The 2021 conference drew over 200 participants. This year, 300 participants are expected; 100 virtually and 200 in person.

The cost to exhibit is $2500. There are 2 options.

Option 1 - In Person Table and Virtual Booth
• 4 representatives attending in person or virtually
• An exhibit table at the Hilton 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 Display digital assets, such as PDFs, PPT, web links and videos
  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

**Virtual Exhibitor Timeline and Due Dates:**

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Now or shortly after your agreement is received:</strong></td>
<td>Receive email with instructions and due dates. <strong>Start to gather your assets for the booth</strong></td>
</tr>
<tr>
<td><strong>8/24/2022:</strong> Dropbox opens</td>
<td>Load assets to box including Virtual Exhibit Booth and Specification Sheet</td>
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<tr>
<td><strong>9/6/2022:</strong> Last day to access Drop box before the <strong>Drop Box Black Out Period</strong></td>
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<tr>
<td><strong>9/7 – 9/12/2022:</strong> Dropbox closes</td>
<td><strong>Black Out Period</strong> - AJI Media Team builds booth</td>
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<td><strong>9/13/2022:</strong></td>
<td>Meet with AJI Media and ACC teams for <strong>walk through/tech rehearsal</strong> (choice of 2 sessions) - you will not have access to your booth prior to the walk through/tech rehearsal</td>
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<tr>
<td><strong>EOD 9/13/2022:</strong></td>
<td>Exhibit booth goes live. You will now be able to access your booth and make changes</td>
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<tr>
<td><strong>9/19 – 9/22/2022:</strong></td>
<td>Receive Participant Email with all conference information and link to Register and Enter the conference – <strong>You must perform this step in order to enter the Main Stage the day of the conference</strong></td>
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**In-Person Exhibitor Display Information:**

- Exhibitors are responsible for supplies, set-up, take-down, delivery and any additional costs related to your display.
- You will be provided with a skirted table and access to electrical outlets.

**How representatives may view the educational meeting:**

- In person from the Hilton exhibit hall. The hall is adjacent to the educational meeting and the partition between these rooms will be open.
- Virtually from location of your choice

**Who Should Attend**

- Those at risk, in treatment, or long term survivor and anyone affected by kidney cancer
- Family member, caregiver, advocates, members of the public

**Learning Objectives**
Patients and families will be able to:

- Identify the latest advances in kidney cancer treatment
- Demonstrate familiarity with the terminology and technical aspects of kidney cancer care
- Demonstrate patient-active behavior in working with the healthcare team to make ongoing treatment decisions

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 Virtual platform and exhibit process
- What to Expect as an Exhibitor

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