April 2, 2020

Re: Virtual Exhibit Request for – Updates in Oncology 2020 Philadelphia: with Proceedings from International Medical Meetings – a Virtual Meeting at PennMedicine.org/Abramson/ONC2020 - Thursday, June 18, 2020 from 5:00 pm to 9:20 pm

On behalf of the Office of Continuing Medical and Interprofessional Education and the Abramson Cancer Center of the University of Pennsylvania, I would like to officially invite your company to virtually exhibit at our upcoming CME/CNE-certified activity, Updates in Oncology 2020 Philadelphia: with Proceedings from International Medical Meetings – a Virtual Meeting. The meeting is scheduled to take place on Thursday, June 18, 2020 from 5:00 pm to 9:20 pm at PennMedicine.org/Abramson/ONC2020.

To attend Virtual Exhibit Hall and Meeting: Visit PennMedicine.org/Abramson/ONC2020 – here you will find links to:

- Virtual Exhibit Hall
- Educational Meeting

Participants will be able to log-in to the virtual exhibit hall forty minutes prior to the meeting and the hall will remain open for the duration of the meeting. Participants will be able to chat with exhibitors and with each other. These chats have the ability to be public and/or private.

For the virtual table, each exhibitor will receive 2 conference branded slides on which they may display the following information:

- Company name and logo
- Information on the company’s products and capabilities
- Marketing representative’s name and contact information (optional)

The cost to exhibit virtually is $1,000.

You will receive the branded slide template (with instructions) by Friday, April 24, 2020. Return your completed slides no later than Friday, June 5, 2020.

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.

Activity Overview
This activity is designed to efficiently discuss the most recent clinical advances in oncology. The meeting will address the questions that have emerged from the latest data presented at major international annual meetings. Activity format will provide opportunity for interaction with Penn Medicine faculty and other attendees. 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.

Target Audience
This activity has been designed for medical, surgical and radiation oncologists, hematologists/oncologists, hematology/oncology fellows, radiologists, urologists, gastroenterologists, pulmonologists, oncology nurses, and other healthcare professionals involved in the treatment of patients with cancer.

If you are interested in exhibiting virtually at Updates in Oncology 2020 Philadelphia: with Proceedings from International Medical Meetings, please complete and sign the attached Exhibitor Agreement for our records and return it at your earliest convenience.

Our Tax ID number is 23-1352685.

For electronic payment, email Lorraine Gordon for payment information
Lorraine.Gordon@pennmedicine.upenn.edu

If paying by check please make payable to: Trustees of the University of Pennsylvania
Mail to:
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