August 2, 2021

Virtual Exhibit Request
4th Pituitary Update
A CME/CNE-accredited conference, open to patients and the public
Friday October 8, 2021
8:15 am to 3:00 pm EDT

a Virtual Meeting at PennMedicine.org/pituitary2021

On behalf of the Office of Continuing Medical and Interprofessional Education and the Perelman School of Medicine at the University of Pennsylvania, we officially invite you to virtually exhibit at the upcoming 4th Pituitary Update— a Virtual Meeting at PennMedicine.org/pituitary2021. The meeting is scheduled to take place on Friday October 8, 2021, 8:15 am to 3:00 pm EDT. The event platform (Accelevents) will translate the traditional live exhibit hall into a virtual environment.

The cost to exhibit tiers are as follows:

<table>
<thead>
<tr>
<th>Tier 1 $4,000</th>
<th>Tier 2 $2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Large Exhibit Booth</td>
<td>Standard Exhibit Booth</td>
</tr>
<tr>
<td>- Digital Booth in the Virtual Exhibit Hall</td>
<td></td>
</tr>
<tr>
<td>o Display digital assets, such as PDFs, PPT, Web links and videos</td>
<td></td>
</tr>
<tr>
<td>o Video or Text Chat 1:1 with attendees from your booth (optional)</td>
<td></td>
</tr>
<tr>
<td>- Permission for 4 Exhibitors to staff booth</td>
<td></td>
</tr>
<tr>
<td>- Listing on conference website</td>
<td></td>
</tr>
<tr>
<td>- Priority Listing on Digital Board</td>
<td></td>
</tr>
<tr>
<td>- Holding Card listing</td>
<td></td>
</tr>
<tr>
<td>- Listing on Conference syllabus</td>
<td></td>
</tr>
<tr>
<td>- Digital Booth in the Virtual Exhibit Hall</td>
<td></td>
</tr>
<tr>
<td>o Display digital assets, such as PDFs, PPT, Web links and videos</td>
<td></td>
</tr>
<tr>
<td>o Video or Text Chat 1:1 with attendees from your booth (optional)</td>
<td></td>
</tr>
<tr>
<td>- Permission for 2 Exhibitors to staff booth</td>
<td></td>
</tr>
<tr>
<td>- Listing on conference website</td>
<td></td>
</tr>
<tr>
<td>- Holding Card listing</td>
<td></td>
</tr>
<tr>
<td>- Listing on conference syllabus</td>
<td></td>
</tr>
</tbody>
</table>

Exhibitor Timeline and Due Dates:

- **Now or shortly after your agreement is received**: Receive email with instructions and due dates. Start to gather your assets for the booth
- **9/1/2021**: Dropbox opens – load assets to box including Virtual Exhibit Booth and Specification Sheet
- **9/24/2021**: Last day to access Drop box before the Drop Box Black Out Period
- **9/25 – 9/29/2021**: Dropbox closes - Black Out Period - AJI Media Team builds booth
- **9/29/2021**: 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
- **EOD 9/29/2021**: Exhibit booth goes live. You will now be able to access your booth and make
changes

- **10/5 – 10/7/2021:** 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

**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**

This conference will present the newest approaches and techniques in the diagnosis and treatment of pituitary adenomas, including acromegaly and Cushing’s disease. Diagnosis and treatment will be covered from the interdisciplinary and interprofessional perspective of endocrinology, radiology, neuro-ophtalmology, neurosurgery, and radiation oncology. Didactic presentations will include case discussions. The conference format, although virtual will provide a significant opportunity for interaction with expert faculty. A simulcast of transsphenoidal surgery will occur throughout the conference with real-time discussion and case review of the progress on the day of surgery, post-op management, surveillance and follow-up care. Participants will leave with up-to-date, practical information and written resources including: DDAVP stimulation protocol for Cushing’s disease localization, perioperative glucocorticoid and salt-water monitoring protocol, clinic note templates, laboratory testing panels, "Sick Day Rules" letter for patients with adrenal insufficiency. These materials will have immediate clinical application and help streamline care of pituitary patients at the office and during hospitalizations.

**Objectives**

Upon completion of this conference, professional participants should be able to:

- Evaluate a sellar mass to determine if it is a pituitary adenoma or other lesion
- Identify the value and limits of MRI in evaluating a sellar mass
- List the potential and limits of endoscopic transsphenoidal surgery for pituitary adenoma
• Manage, medically, a patient following endonasal surgery
• List the different types of radiation, including linear accelerator (IMRT, Cyberknife), gamma radiation, (Gamma Knife) and proton beam
• Treat, medically, patients who have acromegaly and Cushing’s disease
• Apply multidisciplinary, interprofessional and interdisciplinary approach in the management of pituitary disease

Upon completion of this course patients, families and advocates will be able to:
• Identify the latest advances in pituitary tumor treatment
• Demonstrate familiarity with the terminology and technical aspects of pituitary tumor care
• Demonstrate patient-active behavior in working with the healthcare team to make ongoing treatment decisions

Who Should Attend

This activity has been designed for endocrinologists, neurosurgeons, ophthalmologists, gynecologists, general radiologists, nurse practitioners, nurses, residents and fellows. Additionally, patients and their caregivers, family members, advocates and members of the public who may benefit from understanding current innovative approaches to pituitary tumor care are invited.

The 2018 conference drew 100 participants. This year 210 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
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.