



The GW Medical
Faculty Associates

Friday, May 1, 2020

New Advances in Common Neurologic Disorders – What's Relevant to Your Practice

Exhibitor & Commercial Sponsorship Prospectus



The GW Medical
Faculty Associates

Dear Industry Partner,

On behalf of The George Washington University School of Medicine & Health Sciences and The George Washington Medical Faculty Associates, please accept this invitation to support the “New Advances in Common Neurologic Disorders – What’s Relevant to Your Practice (NACND)” symposium on Friday, May 1, 2020 at the Intercontinental Washington, DC – The Wharf.

The purpose of this symposium is to provide healthcare professionals with practical approaches and solutions to overcome common clinical challenges in the diagnosis and management of common neurological disorders. Participants will leave with a better understanding of how to implement novel screening tools, develop diagnostic strategies, identify the most effective therapeutic options for optimal treatment and/or referral of patients, and a knowledge of new innovations utilized at GWU in this process.

As an exhibitor, you will have access to a personal and interactive setting to showcase the latest advances in neurological research and practice. This symposium will bring together over 100 physicians and allied health professionals, from a broad range of specialties, who treat patients with neurological disorders.

You can support the meeting as an exhibitor or sponsor. Please see the prospectus for more information. Exhibit and sponsorship sales are underway and opportunities are limited, so make your selection today!

Thank you for your consideration of this request. If you have any questions or require additional information, please contact Francine Songa, Program Manager, GW Office of Continuing Education in the Health Professions via email at fsonga55@gwu.edu or by phone at 202-994-6440.

We look forward to your support of this course.

Sincerely,

Jonathan H. Sherman, MD, FAANS, FACS

Course Director

Associate Professor of Neurosurgery

The George Washington University School of Medicine and Health Sciences

Overview

GW's NACND Symposium provides healthcare professionals with practical approaches and solutions to overcome common clinical challenges in the diagnosis and management of common neurological disorders.

Participants will leave with a better understanding of how to implement novel screening tools, develop diagnostic strategies, identify the most effective therapeutic options for optimal treatment and/or referral of patients, and a knowledge of new innovations utilized at GWU in this process.

Date

Friday, May 1, 2020

Location

InterContinental Washington, DC - The Wharf
801 Wharf Street, SW
Washington, DC 20024

Attendance

100 Healthcare Professionals

- Neurologists
- Medical Oncologists
- Internal Medicine Physicians
- Family Practice Physicians
- Pharmacists
- Nurse Practitioners
- Physician Assistants

Exhibiting

Exhibiting at NACND

NACDN is a great opportunity for your company to display your products and services and to interact with our audience of 100 physicians and allied health professionals.

Why Exhibit?

- Reach decision makers in the neurology/oncology market
- Educate physicians and other healthcare professionals about your company's products and services
- Demonstrate your company's commitment to improving the care of patients with neurological disorders
- Increase your company's visibility
- Benefit from unopposed exhibit hours, giving you maximum visibility

Guaranteed Booth Traffic

- Our unopposed exhibit hall hours offer you maximum visibility and exposure to your target market. All meal functions (breakfast, lunch, and breaks) are hosted in the exhibit hall space to give you additional face-to-face time with attendees.
- Our exhibit passport raffle drives attendees to your booth in the exhibit hall. All exhibiting companies will have their company name displayed on an exhibit passport card that is given to attendees. When attendees get their passport stamped by participating exhibitors, they are eligible for special prize drawings.

Exhibiting (Cont'd)

Included with your Exhibit

- (1) 6' x 30" table with (2) chairs
- Complimentary access for two (2) company personnel (*Please note: Exhibitors will be provided name badges/passes, which must be worn at all times. Additional badges are available for \$200 per person.*)
- Automatic inclusion in the Exhibit Passport Raffle (prizes selected and distributed by Course Director)
- Acknowledgment in all print and online materials (subject to print deadlines)
- Admittance to the educational sessions for (2) company personnel
- Complimentary electricity, Wi-Fi, and meals for booth staff
- Attendee List (name, affiliation, city and state)

Please note: Exhibitor fees do not include hotel accommodations or travel

Exhibit Configuration

All exhibits should be free-standing and self-supported. Linear configurations may not be designed to obstruct the view of nearby tables or to block exits or doorways. Hanging signs are not permitted.

Exhibit Area

The number of exhibitors will determine the exact location arrangement of the exhibit area; however, all exhibitors will be located in the same area.

Exhibiting (Cont'd)

Security and Storage

- The Intercontinental Wharf hotel is open to all hotel guests.
- We cannot be responsible for items left unattended and strongly recommend that you take all electronics and valuables with you when you leave.
- Please do not leave valuables unattended.

Sales and Order Taking

- To help companies maximize their exhibit opportunities, sales and order taking are allowed on the exhibit floor unless prohibited by law.
- Transactions must be consistent with the professional nature of the course.
- It is the sole responsibility of the exhibiting company to acquire any licenses or permits as may be required.
- GW reserves the right to restrict sales activities that it deems inappropriate, unprofessional, or which do not abide by the requirements of the course's accrediting body.

Exhibit Rates & Schedule

Exhibiting Rates

| | |
|------------------|--|
| Standard Booth | \$2,500 |
| Additional Badge | \$200, per badge |
| Book Vendor | \$1,500 or Donation of books in lieu of registration |

Exhibit Schedule

| | |
|-----------------|--------------------------------|
| 6:00 – 8:00am | Exhibit Setup and Registration |
| 7:00 – 8:00am | Breakfast in Exhibit Hall |
| 10:00 – 10:15am | Break in Exhibit Hall |
| 12:15 – 1:15pm | Lunch |
| 3:15 - 3:30pm | Break in Exhibit Hall |
| 4:00pm | Exhibit Dismantle |

Sponsoring NACND

Sponsoring NACND will put your company in front of the key leaders in the medical and scientific communities to promote new products and services, build relationships, reinforce your brand, and demonstrate your commitment to improving the lives and quality of care for patients with neurologic disorders.

Supporter levels are gold, silver and bronze. There is also an opportunity to support our lunch symposium.

See the full range of benefits for supporters at each level below.

Sponsorship Rates

Lunch Symposium - \$10,000

- Recognition at Opening Session, including PPT presentation with company name and level of sponsorship
- Acknowledgment in all print and online materials (subject to print deadlines)
- (4) Complimentary exhibit badges
- Complimentary exhibit space
- Premium exhibit space placement

Gold - \$8,000

- Recognition at Opening Session, including PPT presentation with company name and level of sponsorship
- Acknowledgment in all print and online materials (subject to print deadlines)
- (3) Complimentary exhibit badges
- Complimentary exhibit space
- Premium exhibit space placement

Sponsoring NACND (contd)

Silver - \$5,000

- Recognition at Opening Session, including PPT presentation with company name and level of sponsorship
- Acknowledgment in all print and online materials (subject to print deadlines)
- (2) Complimentary exhibit badges
- Complimentary exhibit space
- Premium exhibit space placement

Bronze - \$3,500

- Recognition at Opening Session, including PPT presentation with company name and level of sponsorship
- Acknowledgment in all print and online materials (subject to print deadlines)
- (1) Complimentary exhibit badges
- Complimentary exhibit space
- Premium exhibit space placement

CME Guidelines

As an ACCME-accredited provider, GW Office of Continuing Education in the Health Professions (CEHP) must ensure all guidelines are followed with regard to educational content that is fair, balanced and free of commercial bias. As part of the ACCME Guidelines for Commercial Support, there must be clear separation between continuing medical education and any commercial promotional activities.

To ensure compliance with the ACCME Standards for Commercial Support, we require all companies applying for exhibit space to agree and adhere to all conditions and regulations outlined below and in the Prospectus.

- Arrangements for commercial support, exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Commercial interest representatives may attend CME activities at the discretion of the CEHP for the direct purpose of the representatives' own education. However, exhibitor personnel cannot participate in the session in any way. Exhibitors may not influence the content for educational sessions, participate in question and answer discussions, or engage in sales or marketing activities while in the space or place of the educational activity.

CME Guidelines (Cont'd)

All giveaways must be provided in a manner consistent with all laws and guidance, including the PhRMA Code on Interactions with Healthcare Professionals (“PhRMA Code”). Giveaways must be designed primarily for the education of patients or healthcare professionals, and should not be of substantial monetary value.

By applying for exhibit space, the exhibitor agrees that interactions between company representatives and healthcare providers should be focused on:

- Informing healthcare professionals about the benefits and risks of products to help advance appropriate patient use;
- Providing scientific and educational information;
- Supporting medical research and education; and
- Obtaining feedback and advice about products through consultation with medical experts.

Funding and Contact Information

Deadline

To request exhibit space or sponsorship, please submit the application by Friday, April 24, 2020.

Questions regarding Exhibits and Sponsorships

Francine Songa
Program Manager, CEHP
Email: fsonga55@gwu.edu
Phone: 202-994-6440

Sponsorship and Exhibit Payments

All sponsorship and exhibit payments should be made payable to:

The George Washington University
(Tax ID #53-0196584)
2600 Virginia Avenue, NW
Suite 300
Attn: CEHP, Room 337
Washington, DC 20037