



## Exhibit Prospectus

# 2024 Research Updates in Lymphoma

September 28-29, 2024

Any questions or comments regarding this exhibit prospectus should be directed toward:

Cedars-Sinai Medical Center  
Office of Continuing Medical Education  
8700 Beverly Blvd.  
Los Angeles, CA 90048  
Email: [cmeexhibits@cshs.org](mailto:cmeexhibits@cshs.org)

## Table of Contents

---

Request to Exhibit Letter .....	3
About Us .....	4
Cedars-Sinai Medical Center .....	4
Course Overview.....	4
Program Description .....	4
Target Audience.....	4
Learning Objectives .....	5
Agenda .....	5
Exhibiting.....	5
Exhibit Fees.....	6
Exhibit Set-up.....	7
Director and Faculty .....	8
Course Directors.....	8
Accreditation and Mitigation of Relevant Financial Relationships .....	8
Accreditation .....	8

## Request to Exhibit Letter

---

Dear Prospective Exhibitors,

Cedars-Sinai wishes to invite you to register as an exhibitor for **2024 Research Updates in Lymphoma** scheduled for September 28-29, 2024 at the Cedars-Sinai Medical Center, Los Angeles, CA.

This conference will provide a chance for Southern California lymphoma specialists and national experts to gather and discuss updates and advancements in lymphoma treatment and research. The clinical updates sessions will highlight newly approved therapies and those in the pipeline. Case based, "How I Treat" sessions will address questions of sequencing therapies and patients selection. The scientific sessions will present high impact basic science with high translational relevance, such as new biomarkers, therapeutic targets and novel cellular therapies.

For more information visit: <https://cedars.cloud-cme.com/lymphomacme>

**Exhibit Packages Available:** \$3500.00

**Exhibit Package Includes:**

- One 6ft Table Top, includes 2 chairs
- Number of Exhibitor Badges: 2

**To secure your spot as an Exhibitor, we require completion of the Exhibit Interest Form**, which includes being in full compliance with Cedars-Sinai Exhibit Guidelines and ACCME standards and policies. Please find the form attached to this email and send the completed form to [cmeexhibits@cshs.org](mailto:cmeexhibits@cshs.org).

Upon receipt of your form, we will process your registration and send you a receipt to collect your payment.

Our non-profit tax I.D. number is: 95-1644600. A copy of our W9 and ACH Payment info can be found here: <https://cedars.box.com/s/9b1zrvrnz28ol1oq0q46uexns09qir6e>

Should you have any question or require additional information, please do not hesitate to [cmeexhibits@cshs.org](mailto:cmeexhibits@cshs.org)

Best regards,

Cedars-Sinai CME

---

## About Us

---

### Cedars-Sinai Medical Center

Cedars-Sinai is a nonprofit academic healthcare organization serving the diverse Los Angeles community and beyond. With pioneering medical research achievements, education programs defining the future of healthcare, and wide-ranging community benefit activities, we're setting new standards for quality and innovation in patient care. Cedars-Sinai was named the #2 hospital in the nation and #1 in California in U.S. News & World Report's "Best Hospitals 2022-23" rankings.

Cedars-Sinai had 11 specialties ranked nationally, according to the hospital rankings that were released indicating that the medical center is among the top hospitals in the nation in these clinical areas (nationwide rankings are provided in parentheses):

- Cancer (#11)
- Cardiology & Heart Surgery (#3)
- Diabetes & Endocrinology (#12)
- Ear, Nose & Throat (#3)
- Gastroenterology & GI Surgery (#2)
- Geriatrics (#10)
- Neurology & Neurosurgery (#7)
- Obstetrics & Gynecology (#15)
- Orthopedics (#3)
- Pulmonology & Lung Surgery (#3)
- Urology (#3)

## Course Overview

---

### Program Description

We are very excited to invite you to attend, in person, 2024 Research Updates in Lymphoma scheduled for September 28-29, 2024 at the Cedars-Sinai Medical Center, Los Angeles, CA.

This conference will provide a chance for Southern California lymphoma specialists and national experts to gather and discuss updates and advancements in lymphoma treatment and research. The clinical updates sessions will highlight newly approved therapies and those in the pipeline. Case based, "How I Treat" sessions will address questions of sequencing therapies and patients selection. The scientific sessions will present high impact basic science with high translational relevance, such as new biomarkers, therapeutic targets and novel cellular therapies.

### Target Audience

This activity is intended for professionals in the following specialties: Hematology, Imaging, Internal Medicine, Oncology, Pathology & Laboratory Medicine, Radiation Oncology, Radiology, Surgery. It is also designed for the following professions: Nurse, Advanced Practice Nurse (NP, CRNA, CNM, CNS), Physician, Researcher (non-physician), and Researcher (physician).

Approximately 150 healthcare professionals are expected to participate in this CME activity. Of those, 120 are expected to complete the activity.

## Learning Objectives

- Recognize the utility of molecular testing in the classification and treatment of lymphoma
- Identify current evidence based treatments for Hodgkin lymphoma, diffuse large B-cell lymphoma, and peripheral T-cell lymphoma
- Describe new treatments under development including bi-specific antibodies and CART therapies

## Agenda

### **Saturday, September 28, 2024**

#### **Registration Check In and Exhibits**

8:30AM - 9:00AM

#### **Welcome and Introduction**

9:00AM - 9:05AM

#### **Clinical Updates**

#### **Novel treatments to B cell lymphoma**

9:05AM - 9:40AM

#### **Novel treatments for Hodgkin and T cell lymphoma**

9:40AM - 10:00AM

#### **Break**

10:00AM - 10:15AM

#### **What's new in cellular therapy for lymphoma: Auto vs Allo, targets beyond CD19**

10:15AM - 10:45AM

#### **Pathology Updates: What's new with WHO classification and the role of genetic classification in**

10:45AM - 11:15AM

#### **How I treat transformed lymphoma**

11:15AM - 11:45AM

#### **Lunch, Conversation and Networking**

11:45AM - 12:15PM

#### **KEYNOTE: Cell Free DNA in Lymphoma**

12:15PM - 1:00PM

#### **The stromal microenvironment in B cell lymphoma and immune escape**

1:00PM - 1:20PM

#### **Ligand Receptor Cross talk in Hodgkin lymphoma**

1:20PM - 1:40PM

#### **Genetics of Mantle Cell Lymphoma**

1:40PM - 2:00PM

**Single Cell Analysis of the TME in DLBCL**

2:00PM - 2:20PM

**Break**

2:20PM - 2:50PM

**The TME in DLBCL**

2:50PM - 3:10PM

**Metabolism and CART**

3:10PM - 3:40PM

**T cell clonality in AIDS lymphoma**

3:40PM - 4:00PM

**Posters and Social Hour**

4:00PM - 5:00PM

**Sunday, September 29, 2024****Registration Check In and Exhibits**

8:30AM - 9:00AM

**Welcome and introduction**

9:00AM - 9:05AM

**Workshop on the Biology of Transformation****Epidemiology of Transformation in Lymphoma**

9:05AM - 9:40AM

**Genetics of Follicular Lymphoma and Transformation I**

9:40AM - 10:00AM

**Break**

10:00AM - 10:15AM

**Genetics of Follicular Lymphoma and Transformation II**

10:15AM - 10:45AM

**Transformation in T cell lymphoma**

10:45AM - 11:15AM

**Tumor Microenvironment and the risk of transformation**

11:15AM - 11:45AM

Lunch time Round Table: Major Knowledge Gaps and Research Opportunities in Transformed Lymphoma

11:45AM - 1:15PM

## Exhibiting

---

### Exhibit Fees

**Exhibit Packages Available: \$3500.00****Exhibit Package Includes:**

- One 6ft Table Top, includes 2 chairs
- Number of Exhibitor Badges: 2

To secure your spot as an Exhibitor, we require completion of the **Exhibit Interest Form**, which includes being in full compliance with Cedars-Sinai Exhibit Guidelines and ACCME standards and policies. Please find the form attached to this email and send the completed form to [cmeexhibits@cshs.org](mailto:cmeexhibits@cshs.org).

Upon receipt of your form, we will process your registration and send you a receipt to collect your payment.

Our non-profit tax I.D. number is: 95-1644600. A copy of our W9 and ACH Payment info can be found here: <https://cedars.box.com/s/9b1zrvrnz28ol1oq0q46uexns09qir6e>

Should you have any question or require additional information, please do not hesitate to [cmeexhibits@cshs.org](mailto:cmeexhibits@cshs.org)

## Exhibit Set-up

---

### Set-up:

- Exhibit set-up can begin starting at 7:30 AM on Saturday, September 28, 2024
- Please note that no materials can be shipped to the Medical Center. All display information must be brought with you when you arrive to set up your display.
- After the conference concludes, we are unable to arrange any type of delivery pickup. Please ensure that you take all your materials with you when you leave
- Display tables are not assigned, first come first serve bases.
- Exhibitors are free to breakdown anytime after 10:15 AM on Sunday, September 29, 2024

### On-site Representatives:

- Two weeks prior to the conference date, please verify the names and email addresses of your onsite representatives. These names can be emailed to [cmeexhibits@cshs.org](mailto:cmeexhibits@cshs.org).

**Furnishings:** You will be provided with a table and two chairs. Please note that draping/table coverings are your responsibility and will not be provided.

### Meeting Location:

Cedars-Sinai Harvey Morse Conference Center  
Plaza Level, South Tower  
8701 Gracie Allen Dr.  
Los Angeles, CA 90048

**Parking:** Self-parking is available in the visitor parking lots P1, P2 or P4. Fee is \$20 daily. Click here to view a map of the campus and parking: <https://www.cedars-sinai.org/patients-visitors/map.html>

\*Note that the parking garages at Medical Offices East and Medical Offices West are not operated by Cedars-Sinai.

**Check-in Process:**

Prior to entering the Medical Center, you must go through General Visitor Screening. Attendees [should enter using the South Tower Street Level Entrance](#). Please be sure to have photo identification available and arrive early to allow for proper check-in and screening, prior to the start of the event.

## Director and Faculty

---

### Course Directors

**Justin Darrah, MD**

Assistant Professor

Director

CAR T-Cell Program

Co-Director

Lymphoma Program

Cedars-Sinai

**Akil Merchant, MD**

Associate Professor

Medicine

Director

Imaging Mass Cytometry Shared Resource

Co-Director

Hematology-Oncology Fellowship Program

Co-Director

Lymphoma Program

Cedars-Sinai

## Accreditation and Mitigation of Relevant Financial Relationships

---

### Accreditation

In support of improving patient care, Cedars-Sinai 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.

### Mitigation of Relevant Financial Relationships

Cedars-Sinai adheres to the ACCME's Standards for Integrity and Independence in Accredited Continuing Education. Any individuals in a position to control the content of a CE activity, including faculty, planners, reviewers or others are required to disclose all relevant financial relationships with ineligible entities (commercial interests). All relevant conflicts of interest have been mitigated prior to the commencement of the activity.