



NYU Long Island School of Medicine

## VIRTUAL EXHIBIT INFORMATION

Continuing Medical Education



**Thank you for your interest in exhibiting at our upcoming NYU Long Island School of Medicine CME activity! We are excited to be able to offer you an array of new virtual exhibit opportunities. Following you will find details and answers to our FAQs.**



## Mobile Course app



3 NYU Long Island School of Medicine

- Beginning 3 weeks before the course date, all learners are highly encouraged to download the course app, as it is home to the exhibits, agenda, presentations, speaker bios, credit instructions, and links to the learning platform.
- Within the **Exhibitor Info** icon lives your company description, links, assets, videos, logo, images, and more!
- Within the **Virtual Exhibit Hall**, you will be able to connect with learners during the exhibit hours. The exhibit hours run the length of the course, but we encourage registrants to visit the booths during the scheduled breaks and lunch.
- Click [here](#) to view a short video of the app.
- Registrants can access the course app via a mobile device or tablet or using a browser.



## Exhibitor Info Icon -- What? How?

- Within the **Exhibitor Info** icon lives your company description, links, assets, videos, logo, images, and more! In order to set this up, you will need to provide the following:
  - Description** – This can include any information you would like; it is a free text box
    - Product information, links to videos, product links, online meeting platform link (Zoom, webex etc.) for exhibit booth hours, product theater, etc.
  - Attendee Survey** – You have the ability to build an attendee survey on your company page where you are able to ask the attendees to fill out their contact information if they want to be contacted by you (reps/your company) for further information
  - Contact Information** – Phone(s), Email(s), Website(s), LinkedIn URL
  - Assets** – A single image file (JPEG, PNG, etc.) to upload a logo, headshot, or other graphic
    - Additional Image: Select multiple image files (JPEG, PNG, etc.) to upload graphics relating to your company, site, or products
      - Assets Tip: For the best in-app resolution, images should be about 300 by 300 pixels. For rectangular images, we recommend portrait view over landscape.
  - Documents** – Any document(s) you'd like uploaded to your listing (10 MB limit each upload, unlimited number of uploads)
    - Please indicate if you would like these PDFs to have a specific naming convention and order

**Note: These items can be emailed to [Peter.Sandre@nyulangone.org](mailto:Peter.Sandre@nyulangone.org)**

4 NYU Long Island School of Medicine



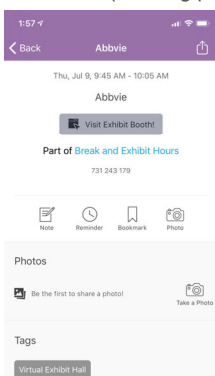
## Exhibitor Info Icon -- More Details

- **The course app is live for a year after the course**, if you'd like your company's information removed after a certain date, please be sure to let Peter Sandre know.
- We are not able to track specific data (clicks, page views, duration, etc.) on your company's page within the exhibitor icon.
- **The course app will be made live 3 weeks before the course date.** If you'd like to see what your company's listing looks like before it goes live, you will need to submit all of the information and assets before that date.
  - Note: Updates to the course app can still be made after the go live date in real time

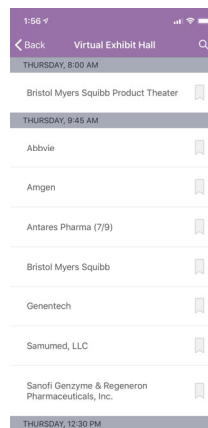
## Virtual Exhibit Hall Icon

Within the **Virtual Exhibit Hall**, you will be able to connect and chat with learners during the exhibit hours via your booth

- The Virtual Exhibit Hall icon consists of a list of all the companies that have exhibit hours and provides learners with a direct link to the booth (meeting platform)
- You will need to set up the booth on your own meeting platform (Zoom, Webex, etc.) and send the link to be added to the course app



Your virtual exhibit hall can be open for the entire length of the course, however we will be encouraging registrants to visit the booths during the breaks/lunch



## Who has access to the mobile course app?

- The mobile course app is password protected
- Only confirmed registrants, confirmed course exhibitors, course speakers, and NYU CME staff have access to the app and its content

## Who has access to the virtual exhibit hall?

- Only confirmed registrants, confirmed course exhibitors, course speakers, and NYU CME staff have access to the app and its content
- Since you will be setting up your booth, using a meeting platform (Zoom, Webex, etc.), you have control over the settings of your meeting (booth)
  - i.e. password protect your meeting, disable video, disable chat functionality, etc.

## How will we drive registrants to the exhibit hall booths?

- **There will be multiple emails** sent to learners encouraging them to download our app
- **Bold push notifications** will be sent to all registrants through the app encouraging them to visit the Exhibitor Info and Virtual Exhibit Hall
- **Email blast will be sent to all registrants** informing them that the exhibitor content is available on the app the week of the course
- Learners who **visit a booth during exhibit hours we will enter into a raffle** to win complimentary registration to next year's course.
  - For every booth visited, learner will receive 1 entry into raffle
  - If your company chooses not to offer booth hours, learner will receive 1 entry per survey completed
- There is a **Virtual Exhibit Hall icon with direct links** to exhibit booths
- **Links directly to booths are incorporated into the Agenda icon** during the break times.

## Product Theater Information (where applicable)

- **Product Theaters are non-CME sessions** that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. They will provide your company a forum to promote new products/services, present new research findings or conduct product demonstrations outside of your virtual exhibit hours in an educational environment.
- **In order to be compliant with the ACCME**, the product theater session must take place outside of the confines of the educational activity and cannot compete with the educational intervention.
- **NYU Langone Health physicians are not allowed to participate as speakers in Product Theaters.**
- You will need to set up the product theater on your own meeting platform (Zoom, Webex, etc.) and send the link to be added to be added to your booth in the virtual exhibit hall within the course app.
  - If your company requires pre-registration to the product theater, we will need to know ahead of time.

9 NYU Long Island School of Medicine



## How will we drive registrants to the Product Theater(s)?

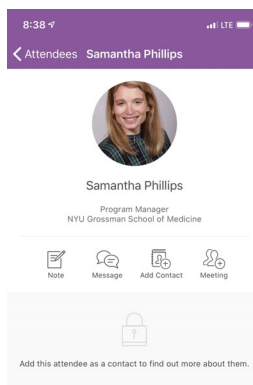
- There will be **multiple emails sent to learners** encouraging them to download our app
- **Specific push notifications about your product theater** will be sent to all registrants through the app encouraging them to attend
- **Email blast will be sent, the week of the course**, to all registrants informing them that the exhibitor content is available on the app and specifically mentioning the details of your product theater
- Learners who **visit a booth during exhibit hours we will enter into a raffle** to win complimentary registration to next year's course.
  - For every product theater attended, learner will receive 2 entries into raffle
- There is a **Virtual Exhibit Hall icon** with direct links to your product theater
- **Links directly to your product theater** are incorporated directly into the Agenda icon

10 NYU Long Island School of Medicine



## How can I proactively connect with learners?

- Within the course app, you will have access to the **Attendees** icon which includes all confirmed learners and speakers. This is where you can actively reach out to clinicians.
- Within this icon you can:
  - Send a message
  - Share contact information
  - Set up meetings



Important tip: Your profile must be visible in order for you to be able to use this functionality; learners' profiles default to visible but they have the option to 'disable' visibility.

11 NYU Long Island School of Medicine



## Other Frequently Asked Questions - I

- Q. **"How can I as an exhibitor to have an extended product or disease discussion with a health care provider?"**
- A. → We use a mobile course app that allow attendees to navigate the event resources, downloads and exhibitors. See page 5 for the App distribution date. The App will remain open for several months after the symposium, to foster extended discussions between exhibitors and health care providers.
- Q. **"How can I identify of the health care provider's specialty information?"**
- A. → We include self-identified specialty information for most Attendees when importing them into your Mobile Course App.
- Q. **What Virtual Exhibit platform does NYU use, and can it render approved visual resources with safety information as required?**
- A. → We currently use CrowdCompass. Virtual Exhibitors are asked provide the CME office with the electronic logos, links and listings for initial loading into your dedicated company tab of the app. Changes can be made in real time, but we encourage Exhibitors to submit materials **before** the initial load date, in order to put your best foot forward before the App is released to the HCP audience. Depending on Exhibitor's purchase level, live teleconference links can be embedded to create Virtual Product theatre. Other downloadable materials can be offered in links alongside your Exhibitor page, including Product Safety Data and other PDFS.

12 NYU Long Island School of Medicine



## Other Frequently Asked Questions - II

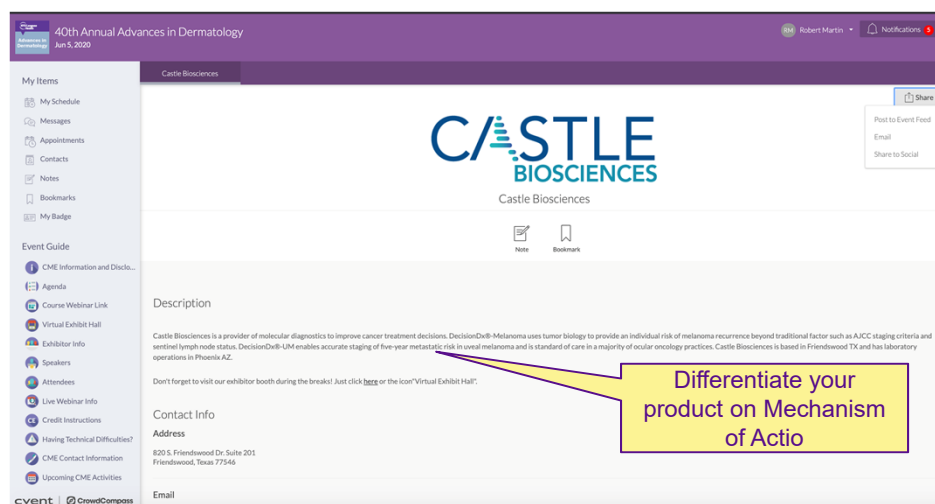
Q. **Can I see a sample of the Exhibit Platform** to review (e.g., a staging site)?

- A. → Attached are screenshots of a recent events (Dermatology, Endoscopy) that utilized the same logistical set up as will be followed in future events. If you have specific visuals in mind that are different from what is depicted, it is likely that they can be accommodated on your companies dedicated screens of the mobile app. The mobile app is also fully functional on desktop computers and tablets, so “responsive” device layouts may position visual elements differently depending on each person’s viewing device size.

Q. **Describe how my interactions will occur** with health care providers?

- A. → We send a number of PUSH notification alerts to prompt the HCP audience members to visit the exhibitors in the mobile app starting approximately 1 week before the symposium, through at least 6 months following the event. During the actual symposium timed agenda, we ask the Exhibitors not to “compete” with academic content timing, to maintain ACCME compliance.
- At scheduled agenda breaks, HCPs will be encouraged (by means of an online exhibitor hyperlink) to visit the mobile attendee App and interact with exhibitor staff during break and after the event. **At the agenda breaks, the event moderator will verbally encourage audience to visit the exhibits area, and as an incentive to do so, we will offer a raffle prize to participants who visit the exhibitors.** (See page 8)

**Screenshot: Each exhibitor customizes their booth page about three weeks before the event. Audience begins visiting your booth about 1 week before the event.**



The screenshot shows a booth page for Castle Biosciences on the cvent platform. The page includes a sidebar with navigation links like 'My Items', 'Event Guide', and 'Contact Info'. The main content area displays the company logo, a description of their molecular diagnostics, and contact information. A yellow callout box points to the 'Mechanism of Action' section, stating: "Differentiate your product on Mechanism of Actio".

### Screenshot: Start with a simple Booth Layout, or add visuals

The screenshot shows a virtual booth for Castle Biosciences during the 40th Annual Advances in Dermatology on June 5, 2020. The interface includes a purple header with the event name and a user profile for Robert Martin. A left sidebar lists various event guides. The main content area displays the booth name, time (Fri, June 5th, 7:45 AM - 4:45 PM), and a 'Visit Exhibit Booth!' button with a password (338166). Below this are icons for Note, Bookmark, and Photo. A yellow arrow points to the Photo icon. At the bottom, there is a cookie consent banner and the NYU Langone Health logo.

### Screenshot: Provide downloadable product materials

The screenshot shows a virtual booth for Regeneron & Sanofi Genzyme. The header is similar to the previous screenshot. The left sidebar is the same. The main content area features the logos for Sanofi Genzyme and Regeneron, followed by the booth name. Below the logos are icons for Note and Bookmark. A 'Description' section contains text about DUPIXENT® (dupilumab) and a link to <http://www.dupixenthcp.com>. A yellow callout box points to this link with the text 'Package Inserts and Safety info'. At the bottom, there is a footer with the Cvent and CrowdCompass logos, a reminder to visit the Virtual Exhibit Hall, and the NYU Langone Health logo.



## Screenshot: Your Virtual Booth can offer many interactions

**40th Annual Advances in Dermatology**  
Jun 5, 2020

**NOVARTIS**  
Novartis Pharmaceuticals Corporation

**Description**

Novartis is reimagining medicine to improve and extend people's lives. As a leading global medicines company, we use innovative science and digital technologies to create transformative treatments in areas of great medical need. In our quest to find new medicines, we consistently rank among the world's top companies investing in research and development. Novartis products reach more than 300 million people globally and we are finding innovative ways to expand access to our latest treatments. About 109,000 people of more than 145 nationalities work at Novartis around the world. Find out more at [www.novartis.com](http://www.novartis.com)

**Video Links:**

Treatment goals are more than a score - COSENTYX secukinumab HCP: <https://youtube/3GU4skw8AdE>

Let's Talk With Your Peers - COSENTYX secukinumab HCP: <https://youtube/7bFyTtG1xv>

If you'd like to be contacted by someone from Novartis, please complete the survey below!

**Surveys**

Would you like someone from Novartis to contact you?

**KOL and patient advocacy voices**

**Add a survey or contact form**

17 NYU Long Island School of Medicine



## Screenshot: Option to Embed your firm's existing videos

**40th Annual Advances in Dermatology**  
Jun 5, 2020

**Pfizer**

**Description**

This video is provided by Pfizer, one of our sponsors:

<https://nyumc.revxbrck.com/#/videos/a1d6975c-5ed>

Don't forget to visit the Virtual Exhibit Hall for our Pro

**unbranded video**

**NYU Langone Health**

18 NYU Long Island School of Medicine



### Screenshot: Booths are compatible with almost any videoconference service you use: Zoom, Webex, GoToMeeting

**40th Annual Advances in Dermatology**  
Jun 5, 2020

**Sun Pharma**

Fri, June 5th, 7:45 AM - 4:45 PM

**Sun Pharma**

[Visit Exhibit Booth!](#)

831-220-605

**Description**

Please join my meeting from your computer, tablet or smartphone using the link below:  
<https://www.gotomeet.me/RalphMarano>

You can also dial in using your phone.  
United States (Toll Free): 1 866 899 4679

**GoToMeeting**

Ralph Marano  
Regional Sales Manager  
▼ In State

[Join My Meeting](#)

[Join Meeting in Browser](#)

19 NYU Long Island School of Medicine

### Screenshot: We drive Traffic to Exhibitors during pre-show and breaks

**Visit our exhibitors, attend product theaters!**

Use our conference app to visit our exhibitors!

- Within the Exhibitor Info icon, tap a company name, and explore!
- Be sure to check out Virtual Exhibit Hall icon to attend product theaters and connect with representatives during the breaks!

Note: You will be leaving this platform to visit the exhibitors

You can access via phone, tablet or computer

- If you have not yet downloaded or visited the app, click on Handouts (bottom of the screen) for instructions

[Click here to download handouts](#)

**NYU Langone Health**

Jennifer A. Stein, MD, PhD

**Meeting Information**

Audio can be heard through your computer speakers.

Back up audio number is 888-865-0735

If you have any trouble seeing or hearing this presentation, please call technical support at 1-888-364-8864.

**NYU Langone Health**

20 NYU Long Island School of Medicine

### Screenshot: It's Showtime, and the Stage is set for the CME presentation

NYU Langone Health

## 40<sup>TH</sup> ANNUAL ADVANCES IN DERMATOLOGY

Course Directors: Jerry Shapiro, MD and Jennifer Stein, MD, PhD

Department of Dermatology  
NYU Grossman School of Medicine

Click here to download handouts

NYU Langone Health

21 NYU Long Island School of Medicine

### Screenshot: our CME Virtual Symposia layout complies with ACCME Standards of Commercial Support regarding separation of promotion from education

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## Infection Prevention

### Hierarchy of Controls

Most effective

Least effective

- Elimination**: Physically remove the hazard
- Substitution**: Replace the hazard
- Engineering Controls**: Isolate people from the hazard
- Administrative Controls**: Change the way people work
- PPE**: Protect the worker with Personal Protective Equipment

Click here to download handouts

NYU Langone Health

22 NYU Long Island School of Medicine

## Screenshot: Meet with our HCP Audience at breaks

The screenshot shows the event page for Castle Biosciences during a break. The header includes the event title "40th Annual Advances in Dermatology" and the date "Jun 5, 2020". The user is logged in as "Robert Martin" with a notification badge showing 5 alerts. A sidebar on the left contains an "Event Guide" with links to My Badge, CME Information and Disclosures, Agenda, Course Webinar Link, Virtual Exhibit Hall, Exhibitor Info, Speakers, Attendees, Live Webinar Info, Credit Instructions, Having Technical Difficulties?, and CME Contact Information. The main content area displays the event title "Castle Biosciences" and the time "Fri, June 5th, 7:45 AM - 4:45 PM". A "Visit Exhibit Booth!" button is visible with the password "338166". Below this are icons for Note, Bookmark, and Photo. A "Description" section is highlighted with a yellow arrow, containing a "Join Zoom Meeting" link and a long URL. The footer shows the page number "23" and "NYU Long Island School of Medicine" with the NYU Langone Health logo.

## Screenshot: The Product Theatre option provides a high-impact showcase for your product

The screenshot shows the event page for Regeneron & Sanofi Genzyme - Product Theater. The header is identical to the previous screenshot. The sidebar on the left is also identical. The main content area displays the event title "Regeneron & Sanofi Genzyme - Product Theater" and the time "Fri, June 5th, 10:00 AM - 10:30 AM". A "Product Theater Link" button is highlighted with a yellow arrow. Below this are icons for Note, Bookmark, and Photo. A "Tags" section is visible at the bottom with a "Virtual Exhibit Hall" tag. The footer shows the page number "24" and "NYU Long Island School of Medicine" with the NYU Langone Health logo.

### Screenshot: An **exclusive** Product Theater timeslot has the *thrill of a live event*

40th Annual Advances in Dermatology  
Jun 5, 2020

My Badge

Event Guide

- CME Information and Discl...
- Agenda
- Course Webinar Link
- Virtual Exhibit Hall
- Exhibitor Info
- Speakers
- Attendees
- Live Webinar Info
- Credit Instructions
- Having Technical Difficulties?
- CME Contact Information

cvent | CrowdCompass

Pfizer - Product Theater

Fri, June 5th, 12:15 PM - 1:00 PM

Pfizer - Product Theater

View Product Theater

Password: MPvNjyRA953

145 786 2034

Note Bookmark Photo

Description

Event number: 145 786 2034  
Event password: MPvNjyRA953

25 NYU Long Island School of Medicine

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### Screenshot: Virtual Exhibit Hall tab makes it easy for HCPs to find you at break, and for months after the event

40th Annual Advances in Dermatology  
Jun 5, 2020

My Badge

Event Guide

- CME Information and Discl...
- Agenda
- Course Webinar Link
- Virtual Exhibit Hall
- Exhibitor Info
- Speakers
- Attendees
- Live Webinar Info

Virtual Exhibit Hall

Friday, 7:45 AM

Castle Biosciences

Sun Pharma

Friday, 10:00 AM

Regeneron & Sanofi Genzyme - Product Theater

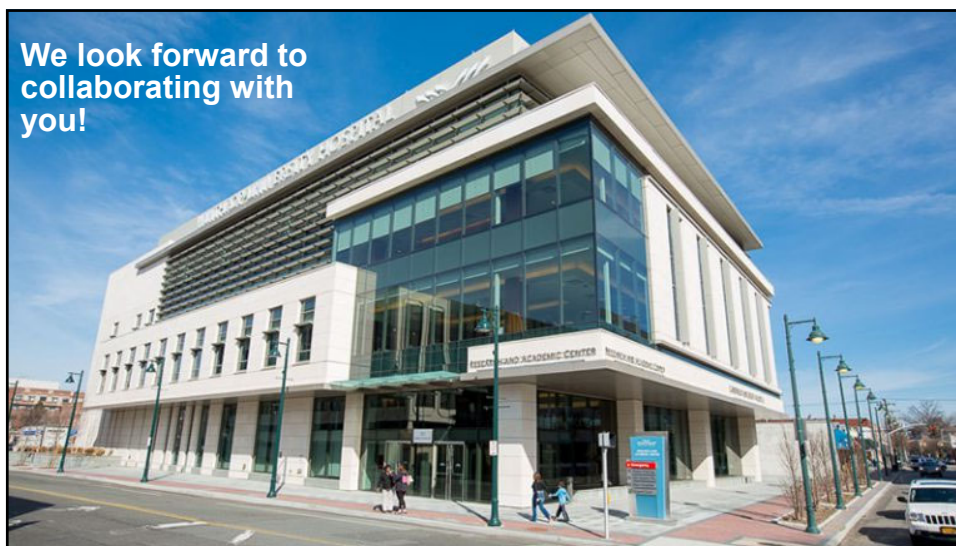
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Accept

26 NYU Long Island School of Medicine

NYU Langone Health

We look forward to  
collaborating with  
you!



For additional questions, please contact  
[Peter.Sandre@nyulangone.org](mailto:Peter.Sandre@nyulangone.org)  
**THANK YOU!**

