Exhibitor and Sponsorship Prospectus

2019 EPILEPSY BOARD REVIEW AND BEST PRACTICES COURSE

The George Washington University
School of Medicine and Health Sciences
OFFICE OF CEHP | 2600 VIRGINIA AVENUE, NW, WASHINGTON, DC 20037
Dear Industry Partners,

On behalf of The GW Epilepsy Center, please accept this letter as our request for your support of the upcoming Epilepsy Board Review and Best Practices Course (July 18-20, 2019). This course will bring together over 150 members of the neurology community dedicated to delivering advancement in research, education, scientific discovery, and prevention of epilepsy.

Epilepsy is a disease characterized by an enduring predisposition to generate epileptic seizures and by the neurobiological, cognitive, psychological, and social consequences of this condition. Epilepsy is the fourth most common neurological disease and affects people of all ages. More people live with epilepsy than with autism spectrum disorders, Parkinson’s disease, multiple sclerosis, and cerebral palsy combined. It is estimated that there are 3.4 million people in the United States living with epilepsy. Each year there are 150,000 new cases of epilepsy. Across all ages, at a considerable expense of emotional and financial resources to society, epilepsy holds a significant share of neurological morbidity and mortality. Fortunately, the management of epilepsy has evolved due to great developments in the understanding of the pathogenesis of the disease, improvement in the tools for evaluation, and the availability of newer pharmacological and non-pharmacological measures for its treatment. This has resulted in better seizure control and improvement in quality of life for a much larger number of afflicted individuals.

The mission of the GW Epilepsy Center is to stop seizures, reverse associated health and social problems, and improve the quality of life of persons with epilepsy.

The Epilepsy Board Review and Best Practices Course provides a unique and valuable venue for your company/organization to increase exposure, build relationships, and enhance your image among our audience of neurology specialists and their teams. You can support the course as an exhibitor or sponsor. Please see the enclosed prospectus for more information. Exhibit space and sponsorship opportunities are limited, so make your selection today! Exhibit space is allotted on a first-come, first-serve basis, and is expected to sell out.

On behalf of GW, thank you for your consideration of this request. If you have any questions or require additional information, please feel free to contact us. We look forward to your support of the course.

Sincerely,

Mohamad Z. Koubeissi, MD
Professor of Neurology
Director, Epilepsy Center
The George Washington University
School of Medicine and Health Sciences
About the Course

The Epilepsy Board Review and Best Practices Course is the first of its kind for physicians preparing to take the ABPN Epilepsy Subspecialty Certification Exam. This course also provides a comprehensive and essential update on the latest research and treatment options for practicing neurologists and healthcare professionals.

Date(s): July 18-20, 2019

Location: The George Washington University
          Jack Morton Auditorium
          Washington, DC

Target Audience

The course content is designed for all healthcare professionals and biomedical researchers with a special interest in the treatment of patients with epilepsy.

Including:

- Epileptologists
- Neurologists
- Family practitioners
- Internists
- Nurses and nurse practitioners
- Physician assistants
- Fellows
- Residents
- Students
- Basic, translational and clinical research scientists

Topics

Specific areas addressed during the course will focus on:

- Classification of epilepsy and seizures
- Genetics of epilepsy
- EEG in epilepsy and encephalopathy
- Brain imaging in epilepsy
- Antiepileptic medications
- Indications and outcome of epilepsy surgery
- Intracranial EEG and brain mapping
- Psychosocial aspects of epilepsy
The GW Epilepsy Center

The mission of the Epilepsy Center at The George Washington University is to stop seizures and reverse associated health and social problems, improving the quality of life of persons with epilepsy.

In recent years, important advances have been made in the treatment of epilepsy. A plethora of new generation antiepileptic medications have become available. Not only are these medications effective in controlling seizures, but they tend to have tolerable side effect profiles. In addition, the surgical treatment of seizures that are difficult to control by medications alone has been advanced through ongoing research that focuses on increasing the accuracy of identification of the seizure focus. This research includes attempts to find radiologic and electroencephalographic markers of epileptogenic brain regions, and novel methods of identifying brain areas that need to be spared by surgery, such as ones that are important for speech, movement, and memory. Our Epilepsy Center is proud to have experts who will use all the modern technologies and approaches to care for individuals with epilepsy. We proudly participate in research endeavors that aim at improving seizure control without compromising important brain functions. Our clinical research focuses on investigating new treatments for temporal lobe epilepsy that aim at sparing or improving memory.

We are also highly committed to education of professionals who seek training in Neurology and Epilepsy. As a part of our dedication to teaching, we have designed educational programs for our medical students and trainees that teach the art and science of epileptology. Our monthly Epilepsy Grand Rounds feature renowned speakers with live-streaming on this website.

Our epilepsy experts include neurologists and neurosurgeons with great clinical experience in treating seizure disorders, and with major research contributions in the field of epilepsy. Our team also includes nurses and neurophysiology technicians with tremendous experience in their fields. We work closely with neuropsychologists, neuroradiologists, and neuropathologists to form a multidisciplinary Center that meets on a weekly basis in order to optimize the care of challenging cases of epilepsy.

We are proud to serve the individuals with epilepsy in the great city of Washington, DC and also to treat individuals who are referred to us from other Centers and from overseas for surgical evaluation of intractable epilepsy.

The Epilepsy Center is designated level 4 by the National Association of Epilepsy Centers (NAEC). This is the highest designation given, and indicates full range epilepsy care from diagnostic studies to epilepsy surgery.
CME Guidelines

• In compliance with the ACCME Standards for Commercial Support, arrangements for commercial 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, they may not engage in sales or marketing activities while in the space or place of the educational activity.

• Industry Learning Sessions will not offer CME.

• **2009 PhRMA Code:** By applying for exhibit space, the commercial interest agrees to adhere to the PhRMA Code on Interactions with Healthcare Professionals. The exhibitor agrees that interactions between company representatives and health care providers should be focused on providing information on products and scientific and educational information. The code prohibits distribution of noneducational items such as pens, mugs and other logo-branded items, as well as items for personal benefit (e.g., tickets to recreational or entertainment events).

• **U.S. Food and Drug Administration (FDA):** All exhibitors must be in compliance with FDA regulations regarding all products or devices regulated by the FDA. Any mention of product names that are accompanied by information on usage and indications is considered advertising and subject to applicable FDA guidelines. Exhibitors shall comply with all applicable FDA regulations, including, without limitation, FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Exhibitors shall have available at their exhibit space a letter from the FDA that describes the allowable use of any drug or device exhibited. Information and guidance may be obtained from the FDA's information line at 1-888-463-6332 or 1-301-796-5000, or through the FDA Division of Drug Marketing, Advertising and Communications Research by email at DTCP@fda.hhs.gov
Sponsorship Opportunities

Supporting the course as a sponsor puts your company in front of the key leaders in the neurology community 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 epilepsy.

<table>
<thead>
<tr>
<th>Welcome Reception Sponsor - $10,000</th>
</tr>
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<tbody>
<tr>
<td>The first day of the course concludes with a two-hour welcome and networking reception.</td>
</tr>
<tr>
<td><strong>Benefits include:</strong> 5-minute lightning pitch to describe your company/organization, stand-alone and prominently placed signage during reception, sponsor recognition on course materials, website, and course sponsor signage (deadlines apply).</td>
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<thead>
<tr>
<th>Coffee and Refreshment Breaks - $5,000 (each day)</th>
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<tbody>
<tr>
<td>Coffee and refreshment breaks are held each morning and afternoon.</td>
</tr>
<tr>
<td><strong>Benefits include:</strong> 2-minute lightning pitch to describe your company, stand-alone and prominently placed signage during break, sponsor recognition on course materials, website, and course sponsor signage (deadlines apply).</td>
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<thead>
<tr>
<th>Tote Bags - $3,000</th>
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<tbody>
<tr>
<td>Display your company name and logo alongside the course logo on the attendee tote bags.</td>
</tr>
<tr>
<td><strong>Benefits include:</strong> Sponsor logo or name (as determined by sponsor) placed on front panel of course tote bag provided to attendees, opportunity to provide on bag insert, sponsor recognition on course materials, website, and course sponsor signage (deadlines apply).</td>
</tr>
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<table>
<thead>
<tr>
<th>Water Bottles - $2,000</th>
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<tbody>
<tr>
<td>Help us in our efforts to be green by sponsoring eco-friendly, biodegradable, and BPA-free reusable water bottles with your company logo. Each attendee will receive the water bottle at registration and will have the opportunity to use it throughout the course at water stations. By sponsoring water bottles, your company will be helping the environment and giving our attendees a takeaway that lasts long after the course.</td>
</tr>
<tr>
<td><strong>Benefits include:</strong> Sponsor logo placed on the water bottles, sponsor recognition on course materials, website, and course sponsor signage (deadlines apply).</td>
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<tr>
<th>Badge Lanyards - $1,000</th>
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<tbody>
<tr>
<td>Display your company logo on attendee badge lanyards.</td>
</tr>
<tr>
<td><strong>Benefits include:</strong> Sponsor logo (as determined by sponsor) placed on badge lanyard provided to all attendees, sponsor recognition on course materials, website, and course sponsor signage (deadlines apply).</td>
</tr>
</tbody>
</table>
# General Course Sponsorship Opportunities

Support the course and receive recognition as a general course sponsor.

<table>
<thead>
<tr>
<th>Sponsorship Level Benefits</th>
<th>Titanium $10,000</th>
<th>Diamond $8,000</th>
<th>Platinum $6,000</th>
<th>Gold $5,000</th>
<th>Silver $4,000</th>
<th>Bronze $3,000</th>
</tr>
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<tbody>
<tr>
<td>Recognition at Opening Session</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acknowledgment in all print and online materials (subject to print deadlines)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary exhibit badges</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Complimentary exhibit space</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Premium exhibit space placement</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Promotional materials included in attendee registration packets</td>
<td>2</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>One pre-registered attendee mailing list (email and phone numbers are not provided)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Automatic inclusion in the Exhibit Passport Raffle</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
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Industry Learning Opportunities

Our industry learning sessions are a great way to present your company’s latest information regarding clinical research or product development to course attendees. Industry learning sessions are complimentary to attendees, enhancing their educational experience at the course.

<table>
<thead>
<tr>
<th>Format</th>
<th>Sessions are 60 minutes and will take place during dinner. Each industry learning session will have no competition with course programming and cannot provide CME.</th>
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<tbody>
<tr>
<td>Eligibility</td>
<td>Industry Sessions are only available to companies exhibiting at the Epilepsy Board Review and Best Practices Course.</td>
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<tr>
<td>Assignment of Industry Sessions</td>
<td>There are 3 sessions available. Sessions will be assigned on a first-come, first-served basis.</td>
</tr>
<tr>
<td>Availability of Industry Sessions</td>
<td><strong>Dinner - $25,000</strong>&lt;br&gt;<em>(3 Available)</em>&lt;br&gt;July 18, 2019</td>
</tr>
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</table>
| GW is responsible for providing             | • Access to meeting room  
• A/V package including podium and microphone, 2 microphones for audience, and a/v technician in room  
• Classroom seating for attendees  
• Meals for attendees  
• Pre-course and on-site promotion including signage outside the meeting room |
| Industry Sponsor is responsible for providing | • Speaker(s) and content  
• Removing all literature and promotional materials from the meeting room within 15 minutes after the end of their session. |
| Regulations                                 | • GW does not endorse industry functions and does not consider them a part of the official program.  
• It is the responsibility of the industry representative to ensure that all company personnel or third-party agents that are involved in Industry Sessions arrangements are aware of and adhere to GW rules and regulations.  
• GW does not provide Continuing Medical Education (CME) accreditation for industry educational events. Companies are not allowed to offer CME credits for Industry Sessions. |
Exhibiting

The Epilepsy Board Review and Best Practices Course is a great opportunity to showcase your products and services and to interact with over 150 neurologists and allied health professionals from around the world.

As an exhibitor, you will have access to a personal and interactive setting for your organization to showcase the latest services, treatment, equipment, and technologies.

<table>
<thead>
<tr>
<th>Exhibit Rates</th>
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<tbody>
<tr>
<td></td>
<td>Exhibitor 1-day</td>
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<td></td>
<td>Exhibitor 2-day</td>
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<td></td>
<td>Exhibitor 3-day</td>
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<tr>
<td></td>
<td>Book Vendor</td>
</tr>
<tr>
<td>(Donation of books in lieu of registration)</td>
<td></td>
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<tr>
<td>Additional Representative</td>
<td>$250</td>
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<tr>
<td>(Standard exhibit includes 2 badges)</td>
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</table>

Included with Your Standard Booth Rate

- 72 x 29 Booth Space
- Course registration for two company personnel
- One pre-registered attendee mailing list (email and phone numbers are not provided)
- Automatic inclusion in the Exhibit Passport Raffle
- Acknowledgment in all print and online materials (subject to print deadlines)
- Admittance to the educational sessions for two company personnel
- Complimentary electricity, Wi-Fi, and meals for booth staff

Guaranteed Booth Traffic

- All exhibits are placed along a direct path to all meal functions.
- Coffee and refreshments are served during the dedicated exhibitor hours.
- Exhibitor Passport Raffle: Each course attendee will be given an “exhibit passport” and will qualify to win prizes by visiting exhibits to have their passports validated. There will be multiple opportunities for attendees to win throughout the duration of the course.
# 2019 Exhibit Information

<table>
<thead>
<tr>
<th>Exhibit Hours</th>
<th>Exhibit hours have been scheduled to provide maximum interaction between course attendees and exhibitor personnel.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>Daily Exhibit Hours</strong></td>
</tr>
<tr>
<td></td>
<td>6:00 – 7:00am Install</td>
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<tr>
<td></td>
<td>7:00 – 8:00am Breakfast and Exhibits</td>
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<tr>
<td></td>
<td>9:30 – 9:45am Break and Exhibits</td>
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<tr>
<td></td>
<td>12:00 – 1:00pm Lunch</td>
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<tr>
<td></td>
<td><strong>Dismantle</strong> 4:00pm</td>
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<tr>
<td></td>
<td>All exhibitors are encouraged to remain open until the end of the day.</td>
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</tbody>
</table>

| 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. |

| Exhibit Booth Assignments | Exhibit booth assignments will be made based on the date of registration. |

| Exhibit Shipping/ Drop Off | All materials must be received by 3:00pm on Tuesday, July 16, 2019 |
|                           | Office of CEHP |
|                           | 2600 Virginia Avenue, NW, Rm 337 |
|                           | Washington, DC 20037 |
|                           | Ph: 202-994-4285 |
|                           | **Important**: Do not ship materials directly to the Jack Morton Auditorium. If you wish to drop off your materials on Wednesday, July 17th, please contact Naomi Loughlin at nbl7396@gwu.edu. |
### Security and Storage

- The MPA building is open to students nearly 24 hours a day. Please do not leave valuables unattended.
- If you need to store handouts and non-valuable materials overnight, we will have space for that.
- We cannot be responsible for items left unattended and strongly recommend that you take all electronics and valuables when you leave each day.

### 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.
Previous Course Exhibitors

Aprecia
Eisai
LivaNova
Lundbeck
MemoryMD
Spectrum Health
Sunovion
Supernus
UCB Inc.
Wolters Kluwer
**Additional Corporate Support Opportunities**

There are additional opportunities for industry to demonstrate their commitment to the field of neurology by supporting programs, activities, and resources that serve our mission.

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### Epilepsy Seminar Series

A monthly educational series featuring lectures on a wide variety of epilepsy-related topics presented by world renowned experts.

**Reach:** 4,500 physicians and healthcare professionals (residents and fellows, neurologists, epileptologists, neurosurgeons, neuropsychologists, biomedical engineers, pediatricians, nurses and nurse practitioners).

### Annual Cherry Blossom Neuromodulation Symposium

Annual symposium highlighting the recent advances and latest findings on an array of topics related to neuromodulation.

**Reach:** 250 physicians and healthcare professionals (residents and fellows, neurologists, epileptologists, neurosurgeons, neuropsychologists, biomedical engineers, pediatricians, nurses and nurse practitioners).

### Support Epilepsy Education

The financial burden of medical and health sciences education is significant. Scholarships and other forms of student support ensure that the most-qualified students can attend SMHS and thrive, regardless of their financial circumstances. We are committed to educating the healthcare leaders of tomorrow and supporting students as they pursue their passion to help others.

With your support, we can make it possible for more talented students to come to GW and to graduate with less financial debt.

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### Benefits of Supporting the GW Epilepsy Center

- Build goodwill within the neurology community – GW's educational activities reach over 4,500 neurologists, internal medicine physicians, pediatricians, residents, fellows-in-training, and neurology allied health professionals
- Enhance corporate visibility by supporting our educational initiatives
- Expand your marketing reach and brand recognition
- Increased presence during live educational activities
- Opportunity to provide valuable and complementary education and information to the neurology community
Terms and Conditions of Agreement

1. All exhibits are subject to review and approval by the Office of CEHP, The George Washington University School of Medicine and Health Sciences.

2. This agreement shall not be binding upon the lessor (GW) until accepted and executed by Office of CEHP, GW. A counter signed copy of the contract will be returned to you as confirmation of your participation.

3. The violation of any part of this agreement, or any part of the regulations adopted by the Lessor, shall at the election of Office of CEHP, GW cause this agreement to become null and void. In such event, all sums previously paid for or contracted to be paid under this agreement shall be assigned, or otherwise disposed of, without the written approval of GW.

4. Refunds of any payment for tabletop space will be made at the sole discretion of Office of CEHP, GW with a $75 processing fee deducted from the total paid. **No refunds due to cancellations will be made if cancellation is received less than two weeks prior to the start of the event.**

5. Liability/Insurance: Exhibitors shall be fully responsible to pay for any and all damages to property owned by the GW, its owners or managers which result from any act or omission of an exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless GW, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor’s use of the property, except to the extent caused by the negligence or willful misconduct of GW, its owners, managers, officers, or directors, agents, employees, subsidiaries and affiliates. The exhibitor acknowledges that GW does not maintain insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain liability insurance covering such losses. Each exhibitor, by signing an application to exhibit, understands that they assume responsibility for the conditions described above.

6. Office of CEHP, GW may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable or not in keeping with the character or purpose of Office of CEHP, GW.

7. **Advertising, canvassing, solicitation of business,** conferences in the interest of business, etc., are not permitted except by firms that have engaged with GW space to exhibit and then only in exhibit area assigned. Exhibitors are not permitted to go in the conference room.

8. The rental of exhibit shall not influence the control of content a selection of presenters and moderators. GW is ultimately responsible for control of content and selection of presenters and moderators.

9. **Disclosure of Financial Relationships:** GW will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the GW and the company or between individual speakers or moderators and the company.

10. **Involvement in Content:** There will be no “scripting,” emphasis, or influence on content by the company or its agents.

11. **Ancillary Promotional Activities:** No product advertisements will be permitted in the program room.

12. **Objectivity & Balance:** GW will make every effort to ensure that data regarding the company’s products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.

13. **Limitations of Data:** GW will ensure, to the extent possible, disclosure of limitations of data, (e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion).

14. **Discussion of Unapproved Uses:** GW will require that presenters disclose when a product is not approved in the United States for the use under discussion.

15. **Opportunities for Debate:** GW will ensure opportunities for questioning or scientific debate.

16. All other support associated with this CME activity may only be provided with the full knowledge and approval of GW.

17. No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (additional honoraria, extra social events, etc.).

18. **Rental of registration lists** is not available.

19. Taking **photographs or videotaping** is strictly prohibited, other than an official GW photographer. GW reserves the right to photograph or videotape an exhibit.
## Funding and Contact Information

<table>
<thead>
<tr>
<th>Request Sponsorship</th>
<th>To sponsor the course, <a href="#">submit the online Sponsorship Application</a> by <strong>Tuesday, July 9, 2019</strong>.</th>
</tr>
</thead>
</table>
| Requesting Exhibit Space | To request exhibit space, [submit the online Exhibit Application](#) by **Tuesday, July 9, 2019**.  
All exhibits are subject to review by the George Washington University (GW) School of Medicine and Health Science’s Office of Continuing Education in the Health Professions. |
| All 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 |
| Questions regarding payment: | **Sheena P. King**  
CE Coordinator, CEHP  
Ph: 202-994-8929  
Email: regspd@gwu.edu |
| Questions regarding exhibits and sponsorships: | **Leticia Hall**  
Office of Continuing Education in the Health Professions  
The George Washington University School of Medicine and Health Sciences  
2600 Virginia Avenue, NW  
Suite 300  
Washington, DC 20037  
**Ph:** 202-994-4066  
**Email:** leticiahall@gwu.edu |