INNOVATIVE CANCER THERAPY FOR TOMORROW
November 7-9, 2007

New Perspectives in Oncology Practice
November 10, 2006

Presented by
The Chemotherapy Foundation and the Page and William Black Post-Graduate School for Continuing Medical Education of the Mount Sinai School of Medicine
Franco M. Muggia, M.D., Chairman
Edward P. Ambinder, M.D., Program Director
Janice L. Gabrilove, M.D., Associate Chairman
Jaclyn Silverman, Conference Management Director

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HELPING ONCOLOGISTS TREAT CANCER PATIENTS FOR OVER THIRTY YEARS

The Chemotherapy Foundation Symposium on Innovative Cancer Therapy for Tomorrow is jointly presented by the Page and William Black Post-Graduate School of the Mount Sinai School of Medicine and The Chemotherapy Foundation, a non-profit fund-raising organization that supports innovative cancer research projects at regional medical centers. The annual Symposium is the professional component of the Foundation’s educational agenda. In 2006 over 2,000 oncologists and related specialists attended the Symposium. New Perspectives in Oncology Practice, the ancillary program established in 2005, drew an audience of over 300 cancer care professionals.

SYMPOSIUM PRESENTATIONS

A faculty of leading investigators discuss the clinical trials and emerging developments ensuring continuing progress in the control and cure of cancer. There is intensive coverage of multimodality therapies for diverse neoplasms at this annual professional education meeting with an emphasis on practical applications for the clinician oncologists who will incorporate the new agents, new regimens and new modalities into their patient management.

Hematologic, breast, ovarian, lung, GI, prostate, head and neck, GU, and other neoplasms are included in the program. Speakers report on current Phase II and III drug trials, combination chemotherapy regimens, targeted therapies, antiangiogenesis, tumor vaccines, liposomal therapies, molecular therapies, chemoprevention, advances in screening and diagnostic tools, clinical support strategies, hormonal interventions, and other promising therapeutic advances.

MEETING FORMAT

Consecutive presentations (plenary style) in the conference ballroom during the entire four-day meeting assure maximum attendance during all sessions. There are no concurrent seminars or breakouts competing for audience. All Symposium coffee breaks are served in the Exhibitor Pavilion providing an excellent opportunity for Exhibitor/Attendee interaction.

Pharmaceutical and biotechnology companies in the premarketing phase of product development have found participation in this major professional education conference to be an effective means of establishing recognition in the oncology community.
SUPPORTERS/EXHIBITORS
Exhibitors are provided with an 8X10, 8X15 or 8X20 furnished booth in the 23,000 foot Exhibitor Pavilion. Contribution category determines booth size, location and prominence of company name in all Symposium printed materials and electronic media. Table top display opportunities are available for companies participating in the Saturday program. Complimentary registrations are offered to company personnel and booth staff.

GRANTS & FEES
All companies, services and publications participating in the Symposium provide an Educational Grant or Exhibitor Fee. Supporter/Exhibitor fees range from $5,000 to $175,000 depending on extent of involvement in the program and electronic education media. Companies providing grant support of $50,000 and above are designated as Major Supporters. Minimum level of support required for participation and a booth in the Exhibitor Pavilion is $5,000. An additional exhibitor fee of $2,000 is required for a tabletop display at the New Perspectives in Oncology Practice program on Saturday. Contributions fund production costs, meeting facilities, electronic media, speaker honoraria and expenses, mailings, catering, and other meeting related costs.

FACULTY
All speakers are selected and invited by the Symposium Program Committee or their representatives. Suggestions for presentations and speakers may be submitted at our request with the understanding that they are solely for consideration and review and do not represent any commitment for inclusion on the program, or permit any influence by a company on the content of any presentations. Abstracts are only accepted from invited faculty. Please contact Jaclyn Silverman Jaclyn.silverman@mssm.edu for information on submitting suggestions to the Symposium Program Committee and Margaret Gardner gardner@gmc.edu for the New Perspectives in Oncology Practice agenda.

CLINICAL ADVISORY BOARD
Howard Burris III, M.D., Sarah Cannon Cancer Center
Edward Chu, M.D., Yale Cancer Center
Nicoletta Colombo, M.D., European Institute of Oncology
Anna Ferrari, M.D., New York University School of Medicine
Roy Herbst, M.D., Ph.D., M.D. Anderson Cancer Center
Howard Hochster, M.D., New York University School of Medicine
Larry Norton, M.D., Memorial Sloan-Kettering Cancer Center
A professional education program for Cancer Nurses, Nurse Practitioners, Physician Assistants and Case Managers is designed to meet the increasing complexities of oncology treatment, and the challenges of partnering to achieve optimal care delivery in varied practice settings. The continuing growth of learning opportunities for the cancer care team bring the maximum benefits of the expanding spectrum of diagnostic tools, therapeutic regimens, research findings, and supportive therapies to patient management. Registration is invited for the entire four-day meeting or for only the Saturday Program.

Oncology nurses, nurse practitioners, physician assistants and case managers will discuss new treatments, supportive care, evidence based therapies, symptom management, proteomics & genomics, discharge planning, after care, and other issues that relate to their roles on the cancer care team.

**SUPPORTERS/EXHIBITORS**

**Fees**
For supporters/exhibitors participating exclusively in the Saturday program, an educational grant of $5,000 to $25,000, depending on extent of involvement, is required. A display table will be provided in a section adjacent to but partitioned from the presentation area*. Contribution level will determine prominence on the program and related materials.

* Sponsors providing an educational grant supporting the Symposium and the New Perspectives in Oncology Practice program will have a booth in the Exhibitor Pavilion Wednesday through Friday, November 7-9 as well as a display table on Saturday, November 10.

**PROMOTION**

**Supporter Acknowledgement**
Supporters grouped by grant category are acknowledged on the plenary programs, printed abstracts, electronic media, attendee kits, signage and placards, Symposium web site, and in all collateral materials. All supporters/exhibitors are included in the sponsor recognition section on the plenary programs and meeting handouts. Only Major Sponsors at the $50,000 and up grant level are acknowledged in the preliminary First Announcement Program. All sponsor/exhibitor logos are archived in Virtual Meetings, at www.mssm.edu/tcf two months following the conference.

**Direct Mail**
More than 100,000 Symposium programs are distributed in three separate mailings to the ASCO, AACR, and ASH memberships, oncologists, hematologists, immunologists, community cancer centers, oncology nurses, nurse practitioners, physician assistants, case managers, pharmacists, cancer care professionals, and oncology departments in medical centers throughout the United States.
ELECTRONIC MEDIA/ENDURING MATERIALS
An electronic afterlife delivers Symposium content to more than ten times the on-site audience providing a valuable reference base with long term educational benefits for the practicing oncologist and other cancer care professionals.

Web Site
Virtual Meetings, [www.mssm.edu/tcf](http://www.mssm.edu/tcf) archives all multimedia presentations, abstracts, sponsor logos, and links to sponsoring company web sites.

PortaMeeting
USB Thumb Drive storage technology has been reengineered for the Symposium as a Multimedia Presentation Player. Attendees access selected presentations at the Transfer Station on site. All presentations are available with any internet connection after the meeting.* All attendees are provided with a complimentary PortaMeeting on site. Supporter names and logos are included in PortaMeeting content segregated from the educational component.

*CME
Professional Accreditation
Accredited hours are provided for physicians, nurses, physician assistants, case managers and pharmacists. CEU contact hours for pharmacists will be accredited by an authorized ACPE provider. CE hours authorized by the professional accrediting bodies will be awarded separately for the Saturday, November 10 program. A certificate of completion will be provided to all health care professionals who attend the meeting.

COMMITMENTS
Arrangements should be made by May 2007 to ensure inclusion of your company name in the sponsor listing in the Symposium plenary programs and other promotional and educational materials. Latecomer sponsors are accepted as exhibitors and acknowledged in the hand out agenda, but are not included in materials with earlier print deadlines. A verbal or email commitment will enroll your company in the 2007 Symposium XXV, contact: jaclyn.silverman@mssm.edu

CONTRIBUTIONS
Checks should be made payable to Chemotherapy Foundation, (Tax ID number 132 622 978) and sent to:

Jaclyn Silverman
Hematology/Oncology Division
Box 1079, Mount Sinai School of Medicine
One Gustave L. Levy Place, New York, NY 10029

All contributions should be remitted in advance of the conference.
Symposium attendance has grown exponentially over the past decade clearly demonstrating the recognition of our role in bringing current clinical advances to the oncologists, hematologists, immunologists, specialists, oncology nurses, and other health care professionals who come from the US and abroad to attend the Symposium every year. This is an exceptional opportunity for the pharmaceutical/biotechnology industry to participate in a major cancer meeting for an audience of over 2,000 oncologists and other cancer care professionals. The first New Perspectives in Oncology Practice program in 2005 drew an audience of over 300 oncology nurses, physician assistants and case managers. Programs from previous years, available on request, illustrate the scope of our coverage.

**U.S. Attendees (85%)**

**International Attendees (15%)**
Argentina, Australia, Brazil, Canada, Chili, Columbia, Costa Rica, Estonia, Finland, France, Germany, Greece, India, Israel, Italy, Japan, Mexico, Norway, Pakistan, Peru, Philippines, Portugal, Puerto Rico, Russia, Saudi Arabia, Slovakia, Spain and Switzerland
Partners for Progress
New York Oncology Educational Alliance
Columbia University Medical Center
Long Island Jewish Medical Center
Montefiore-Einstein Cancer Center
Mount Sinai Medical Center
NYU Medical Center
St. Vincent’s Cancer Center
SUNY Downstate Medical Center
Weill Medical College of Cornell University
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www.mssm.edu/tcf
EXHIBITOR FACT SHEET

CHEMOTHERAPY FOUNDATION
SYMPOSIUM XXV
INNOVATIVE CANCER THERAPY
FOR TOMORROW

Marriott Marquis Hotel
1535 Broadway, New York City
Wednesday-Friday, November 7-10
Exhibitor Pavilion – 5th Floor

Freeman Company is the authorized management company for Symposium exhibitors. EXHIBITOR KITS with complete information on ordering materials and services are provided to all supporter/exhibitor company representatives. To order services on line visit www.myfreemanonline.com.

Exhibition Area
23,000 Feet

Booths*
8X10, 8X15, 8X20
Booth height cannot exceed 8 feet. Anything taller than 4 feet will obstruct sight lines of other exhibitors in the aisle.

Furnishings
6 foot Draped Table • Carpeting • Two Side Chairs • 8 Foot Back Drape • 3 Foot Side Dividers • 7X44 inch Identification Sign

Booth Dimensions and Location
Assigned by Symposium Office prior to Conference

Services
Preconference Planning • Booth Design • On-site Service Center • Material Handling • Shipping Arrangements • Special Furnishings

Promotion
Signage identifying Sponsor/Exhibitor Companies • Kiosk listing Company Names & Booth Locations at Entrance to Exhibition Area
**Billing**

Professional material handling services as well as additional booth furnishings and services will be ordered directly from Freeman (FDC) and billed to your company. Sponsor/exhibitors who do not utilize FDC material handling services** will be responsible for handling their own booth displays.

The exhibitor area remains open from Tuesday evening, November 6 through 4 PM Friday November 9. Sponsor representatives are invited to be present at the booths during exhibit hours. *(Booth attendance is optional, not mandatory).* Supporters may attend any and all Symposium presentations. Badges authorize admittance to Exhibition area, educational activities and all other events.

**Tables**

Arrangements for Exhibitors on Saturday, November 10 will be made independently by Symposium Staff.

**EXHIBITOR SET UP**

10 AM to 5 PM - Tuesday, November 6

**EXHIBITOR HOURS**

Wednesday, November 7 - 8 AM to 6 PM
Thursday, November 8 - 8 AM to 6 PM
Friday, November 9 - 8 AM to 4 PM

*Tables Only*

Saturday, November 10 - 8:30 AM to 4:30 PM

*Freeman is responsible for booths. The Symposium office will handle all arrangements for tables on Saturday.*

**Contacts**

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**Carrie Clark**

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Please consult Carrie Clark for specifications and approval of custom booth designs.

**The Marriott is responsible for all Electrical Connections and Phone/Internet services.**