

Industry  
Prospectus

A microscopic view of red blood cells, showing several large, biconcave discs in the foreground and a cluster of smaller ones to the right. The cells are illuminated from above, creating a bright red glow against a dark background.

*hematologic*  
MALIGNANCIES  
HOUSTON 2010

October 13-16, 2010  
Hilton Americas Houston  
Houston, Texas, USA

leukemias > lymphomas > myeloma > related malignancies > supportive care

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# Letter from the Chairmen

Dear Colleagues and Friends,

As the Chairmen of the **Hematologic Malignancies 2010 Sixth International Conference (HM2010)**, scheduled for October 13–16, 2010 at the Hilton Americas-Houston Hotel and Convention Center, it is our pleasure to invite you to participate in this one-of-a-kind event. Here you will have an opportunity to align your company with the premier conference dedicated to hematology/oncology specialists from around the globe who have an interest in the clinical treatment of patients with hematologic malignancies.

**Hematologic Malignancies 2010** is one of the world's largest and most important conferences concerned with the research and treatment of hematologic malignancies. More than 500 hematologic malignancy experts are expected to attend the four-day conference. This year's program is highly interactive and includes unique "Meet the Professor" sessions, "Debates", "Plenary" sessions, Poster presentations, Satellite Symposia and interactive programs dispersed throughout nine didactic sessions.

There are many opportunities for industry to support the conference's educational programs, annual meeting materials and services, such as tradeshow exhibition, satellite symposium participation, exclusive supporter options and others. Each opportunity promises to provide a significant presence for companies during the conference.

- Applications for *Independent Satellite Symposia* are due **June 1, 2010**.
- Applications for the *Exhibit Space and other Support Opportunities* are due no later than **June 1, 2010**.

All commercial opportunities will be awarded on a first-come, first-served basis. In the event that two supporters request the same exhibit location or symposium time slot, preference will be given to the company with the highest number of priority points. Further details may be found in the enclosed prospectus.

If you would like additional information or have any questions regarding the conference, do not hesitate to contact our educational partner, JWC COVENANT, at 281-364-7387 x211 or by e-mail at [info@hm2010.org](mailto:info@hm2010.org).

With warmest regards,



Hagop  
Kantarjian, MD



Jorge E.  
Cortés, MD



Srdan  
Verstovsek, MD, PhD



Emil J  
Freireich, MD

# Commercial Support

## CORPORATE SUPPORT OPPORTUNITIES

**Hematologic Malignancies 2010** (HM2010) invites industry supporters to participate during this prestigious event. Not only is this program the year's *best* Hematologic Malignancies conference, it also affords our industry partners the opportunity to interact with more than 500 of the world's leaders in the hematology/oncology field.

The **Commercial Support Program** for the HM2010 Conference enables corporations and other entities to enjoy maximum visibility at the meeting while demonstrating their support for the hematology/oncology community.

There are many opportunities for industry to support the conference's educational programs, annual meeting materials and services. Supporters may:

- Select a Support Opportunity from those listed on the following pages, and/or
- Sponsor an Independent Satellite Symposium, and/or
- Purchase Exhibit Space, and/or
- Provide General Support for the Educational Program.

The benefits enjoyed by the supporter are commensurate with the level of support as described in the following section. In addition, points are awarded that determine the "rank" of each supporter. Those with a higher rank have preference in terms of exhibit location, satellite symposium time slot selection, exclusive supporter options and others.

Each opportunity promises to provide a significant presence for companies during the conference. Commensurate with the level of contribution, supporters are acknowledged in HM2010 meeting publications, on the conference website and as part of the program being supported.

The planning committee, faculty and attendees alike appreciate the support of our commercial partners. Without your contributions, educational events such as HM09 would not be possible.

## Support Packages

### Platinum Supporter Package (≥ \$100,000)

The Platinum Package is our most exclusive and comprehensive contributor opportunity. This high-profile opportunity provides your company with maximum exposure to the HM2010 hematology/oncology audience. The benefits listed below are provided to those companies with 10 or greater points according to the Priority Point System (see page 10). Our standard platinum supporter package includes the following:

- Two Invitations to the Faculty Dinner Gala—Reservations for two during this premier off-site event to be held on Thursday, October 14, 2010
- Hospitality Room—Exclusive use of a hospitality/meeting room during a time period that you select (company is responsible for physical layout, food/beverage and A/V needs; time slots are provided on a first-come, first-served basis and are prioritized by the point system, indicated in the Exhibitor Prospectus)
- Special Recognition and Personalized HM2010 Award—Special recognition and Award Presentation to a representative of your company during the Welcome Reception, delivered by one of the top opinion leaders in the hematology/oncology field (the award recognizes your company as one of the top supporters of the important achievements that have been made in the hematology/oncology field)
- Pre-Event Attendee Direct Mail List—One-time use of list containing names of those registered for HM2010 in addition to names of those whom attended the previous annual conference(s)



## (...con't) Support Packages

- Post-Event Attendee Direct Mail List—One-time use of list containing names of attendees of the HM2010 conference
- Supporter Listing—Acknowledgement of Platinum Supporter status with logo in HM09 publications
- Enhanced Listing Package—Logo and special acknowledgement on Conference Signage, Slides and Materials
- Floor Plan Logo—Logo on floor plan in Event Program
- Home Page Link—Logo with link to your website on the [www.hm2010.org](http://www.hm2010.org) contributor page
- Conference Passes—six full Conference passes with badge ribbons distinguishing your support level
- Banner Signage at Supported Event/Location—Banner signage will be displayed in a prominent location acknowledging your company's support (eg, internet café, gourmet coffee bar, morning/afternoon break area, etc)
- Hospitality/Meeting Room Signage—Prominent signage in the Convention Area for your Hospitality/Meeting Room (time and place; a title will be added to the signage if supplied by you prior to graphic/printing deadlines)
- Conference Bag Insert—Your literature (preapproved by the HM2010 Planning Committee) will be placed in the official Conference Bags
- Company Banner—A company banner will be displayed in a prominent location within the Convention Area identifying your company as an HM2010 Award Winner for significant contribution to the hematology/oncology field

**PLUS** one of the following items:

- Attendee Hotel Room-Drop—One-time drop of your handout (preapproved by the HM2010 Planning Committee) to all attendees of the HM2010 Conference staying at the Hilton Americas in Houston
- Selection of One Conference Item with Customized Logo Imprint— (eg, notebook, pen, USB stick, etc)

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### Gold Supporter Package (≥ \$75,000 – 99,999)

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This high-profile supporter opportunity offers your company maximum exposure in front of this elite hematology/oncology audience prior to, during and after HM2010. The benefits listed below are provided to those companies with 7.5 to 9 points according to the Priority Point System (see page 10). Our standard gold sponsorship package includes the following:

- Pre-Event Attendee Direct Mail List—One-time use of list containing names of those registered for HM2010 in addition to names of those whom attended the previous annual conference(s)
- Post-Event Attendee Direct Mail List—One-time use of list containing names of attendees of the HM2010 conference
- Supporter Listing—Acknowledgement of Gold Supporter status with logo in HM2010 publications
- Enhanced Listing Package—Logo and special acknowledgement on Conference Signage, Slides and Materials
- Floor Plan Logo—Logo on floor plan in Event Program
- Home Page Link—Logo with link to your website on the [www.hm2010.org](http://www.hm2010.org) contributor page
- Conference Passes—four full Conference passes with badge ribbons distinguishing your support level
- Conference Bag Insert—HM2010 approved literature and/or supported promotional items will be placed in the official Conference Bags

## REASONS TO SUPPORT

The *Hematologic Malignancies Conference* typically hosts more than 500 members during the four-day event. During the 2010 conference, we offer 36 hours of exhibition time from Wednesday through Saturday, October 13 –16, 2010, which will provide you and your company with countless opportunities to contact the top opinion leaders in the hematology/oncology field.

In addition, a *Welcome Reception* will be held on Wednesday evening that will include an **Awards Presentation** to honor our **Platinum Supporters** for their significant contributions to this field. The reception will be held throughout the exhibit area allowing attendees to view company exhibits and partake in refreshments and entertainment.

Exhibits will be located in the Grand Ballroom at the Hilton Americas Hotel, centrally located between the General Session, Food Station, Coffee Bar and Internet Café.

A description of available booth space and other contributor opportunities are listed throughout this prospectus.



## (...con't) Support Packages

### Silver Supporter Package (≥ \$50,000 – 74,999)

The Silver Package offers your company significant exposure in front of this elite hematology/oncology audience. The benefits listed below are provided to those companies with 5 to 7.49 points according to the Priority Point System (see page 10). Our standard Silver sponsorship package includes the following:

- Pre-Event Attendee Direct Mail List—One-time use of list containing names of those registered for HM2010 in addition to names of those whom attended the previous annual conference(s)
- Post-Event Attendee Direct Mail List—One-time use of list containing names of attendees of the HM2010 conference
- Supporter Listing—Acknowledgement of Silver Supportership in HM2010 publications
- Standard Listing Package—Logo and acknowledgement on Conference Signage, Slides & Materials
- Home Page Listing—Acknowledgement listing on the [www.hm2010.org](http://www.hm2010.org) contributor page
- Conference Passes—Four full Conference passes with badge ribbons distinguishing support level

### Bronze Supporter Package (≥ \$10,000 – 49,999)

The Bronze Package offers your company significant exposure in front of this elite hematology/oncology audience. The benefits listed below are provided to those companies with up to 4 points according to the Priority Point System (see page 10). Our standard Bronze sponsorship package includes the following:

- Supporter Listing—Acknowledgement of Bronze Supportership in HM2010 publications
- Standard Listing Package—Logo and acknowledgement on Conference Signage, Slides & Materials
- Home Page Listing—Acknowledgement listing on the [www.hm2010.org](http://www.hm2010.org) contributor page
- Conference Passes—Two full Conference passes with badge ribbons distinguishing support level

## Supporter Opportunities

### EXCLUSIVE AND NON-EXCLUSIVE SUPPORT OPTIONS

SUPPORT OPTIONS	DESCRIPTION	AMOUNT	POINTS	# AVAILABLE
Independent Satellite Symposia	Exclusive one-hour time slot for one Independent Satellite Symposium, company name and/or logo on signage outside of symposium area, complimentary use of symposium facilities.	\$50,000	5.00	8
Meet-the-Professor Sessions	Company name and/or logo on signage outside of symposium area, one complimentary ticket for each MTP Session supported. Eight sessions available at \$10,000 each.	\$10,000	1.00	8
Internet Café	Opportunity to support 3 computer stations prominently located on the trade show floor. Company name/logo on banner signage, company's home page will be set as default home page on each computer & opportunity to display corporate materials. Two supporterships available at \$15,000 –or– Exclusive supportership at \$30,000.	\$15,000	1.50	2
Conference Pen	Exclusive sponsorship, company name/logo printed on conference pen. Distributed to all attendees at registration.	\$5,000	0.50	1

## (...con't) **Supporter Opportunities**

### EXCLUSIVE AND NON-EXCLUSIVE SUPPORT OPTIONS

SUPPORT OPTIONS	DESCRIPTION	AMOUNT	POINTS	# AVAILABLE
Conference Bag	Exclusive sponsorship, company name and/or logo displayed on official Conference Bag given to all conference attendees. Opportunity to insert one item in conference bag.	\$25,000	2.50	1
Gourmet Coffee Bar	Opportunity to display corporate materials in Gourmet Coffee Bar area prominently located on trade show floor. Company logo on napkins. Two supporterships available at \$10,000 each – or – Exclusive supportership at \$20,000.	\$10,000	1.00	2
Food/Break Station	Opportunity to display corporate materials in Breakfast/Break Area Structure which will be prominently located on trade show floor. Company logo on napkins. Four supporterships available at \$10,000 each – or – Exclusive supportership at \$40,000.	\$10,000	1.00	4
Hotel Room Key	Exclusive supportership. Branded hotel room key for attendees at Hilton Americas Hotel Houston. Opportunity includes one hotel room promotional drop.	\$10,000	1.00	1
Conference Notebooks	Exclusive sponsorship, company name/logo printed on conference writing tablet. Distributed to all attendees at registration.	\$10,000	1.00	1
HM2010 Conference DVD Recording	HM2010 DVD set containing proceedings of the full conference. Supportership includes company recognition on the DVD Case and Signage plus two complete sets of the conference recordings. Three supporterships available at \$50,000 each.	\$50,000	2.00	2
Conference Website Supporter	Company name/logo in prominent position on conference website, www.hm2010.org, with link to your homepage.	\$5,000	0.50	unlimited
Conference Welcome Reception	Three supporterships available at \$15,000 each – or – Exclusive sponsorship of entire conference reception at \$45,000. Prominent signage during reception with company logo on dinner napkins and special recognition by conference chairmen at the event.	\$15,000	1.50	3
USB Flash Drive	Exclusive sponsorship, company name/logo printed on conference USB drive. Distributed to all attendees at registration.	\$10,000	1.00	1
Conference Umbrella	Exclusive sponsorship, company name/logo printed on conference umbrella. Distributed to all attendees at registration.	\$10,000	1.00	1
Travel Mug	Exclusive sponsorship, company name/logo printed on conference travel mug. Distributed to all attendees at registration.	\$10,000	1.00	1
Conference/First-Aid Kit	Company/logo imprinted on conference/ first-aid kit, distributed to all attendees at registration. Kit comes with antacid packet, Wet Ones wipes, pain reliever, bandages and mints.	\$7,500	0.75	1

### IMPORTANT DATES

Abstract Submission Opens	02/01/10
Satellite Symposium Application Deadline	06/01/10
Exhibitor/Supporter Application Deadline	06/01/10
Early Conference Registration Deadline	06/30/10
Calculation of Priority Points	07/31/10
Exhibit Space Assignment*	07/31/10
Abstract Submission Deadline	07/31/10
Hotel Reservation Group Rate Deadline	09/21/10
Late Registration Deadline	09/13/10
HM2010 On-Site Registration	10/12/10 thru 10/16/10

\*Note: large exhibits (10 x 20 and 20 x 20 ft) will be assigned earlier to allow for transport and set-up



# Satellite Symposia

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## BENEFITS OF INDEPENDENT SATELLITE SYMPOSIA

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Independent Satellite Symposia (ISS) are one of the most popular contributor options at the *Hematologic Malignancies Conference* for a number of reasons. A satellite symposium provides:

- A high level of visibility and the opportunity to highlight your organization's position as a leader in the hematology/oncology field.
- A highly respected forum for presenting important innovations and cutting-edge research.
- A 'ready-made' audience of the leading physicians and researchers actively practicing in the research and treatment of patients diagnosed with hematologic malignancies such as leukemia, lymphoma, multiple myeloma, MDS and others.
- Increased recognition and goodwill among thought leaders in the hematology/oncology field.
- An exclusive time slot, a full-page overview of the symposium in the Meeting Program, the option to insert an invitation into the official conference bag, and prominent contributor signage outside the symposium area.
- Complimentary symposium facilities, upgraded audiovisual equipment and on-site meeting management. In addition, you have the option of working with your own medical education company to serve as a liaison, or you may choose from a number of other medical education companies that will already be on-site.
- Complimentary meeting registrations and two complimentary seats at the Faculty Dinner Gala scheduled for Thursday evening, October 14, 2010.

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## INDEPENDENT SATELLITE SYMPOSIA GUIDELINES

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Independent Satellite Symposia (ISS) are CME-accredited, educational activities that are held in conjunction with the *Hematologic Malignancies 2010* conference. Satellite Symposia require written approval, acquired through the application process, from the *Hematologic Malignancies 2010* conference committee. An ISS may be supported by a company or a not-for-profit organization.

According to ACCME principles and guidelines, the information presented in the ISS must be balanced and provide attendees with objective educational material. All aspects of an approved satellite symposia, including CME accreditation, are the responsibility of the organizer. As ISS are independent events, invitational and symposium materials created for the ISS must not imply the endorsement or support of *Hematologic Malignancies 2010*.

Again, it is important to note that the content of an ISS is independent from the main conference and, therefore, is **not** sponsored by *The University of Texas M. D. Anderson Cancer Center*.

Proposals must be for live programs only; no satellite or simultaneous broadcasts or otherwise non-live programming will be considered. Any intent to capture the content of the satellite symposium for subsequent distribution must be made known in the submitted application. Incomplete proposals will not be considered for review.

To apply for an ISS time slot (see *Schedule of Events on page 10*), complete the ISS Application and return it to HM2010, along with the application fee. Organizers may indicate their preferred time slot during the application process, although final decisions will be based on the priority point system as well as the quality and content of the proposed program.

Applicants will be notified following the **April 30, 2010** submission deadline regarding award of the eight one-hour satellite symposia.

## EXHIBIT RESERVATIONS

To reserve exhibit space, complete the Exhibit Space Application and return it to HM2010, along with the application fee.

All reservations must be made on the official application form and no space will be assigned until both the application and payment are received.

Exhibit space will be assigned in priority point order, then by the date received. To be included in the first complete round of placement all applications must be received by **June 1, 2010**.

Applications received after **June 1, 2010** will be placed on a first-come basis. By submitting an application you agree to adhere to the exhibitor rules and regulations prior to applying for booth space.

# Exhibitor Information

## EXHIBITOR BENEFITS

- Complimentary listing of company name, booth number and company description in the *HM2010* Program and Abstracts Book/Final Program (provided to all registered attendees)
- Listing on the HM2010 website
- Complimentary registrations for each exhibitor including exhibit-hall-only badges, full meeting badge(s) and guest passes, depending upon level of contribution
- Attendance at the HM2010 Welcome Reception
- Access to education programs, meet-the-professor sessions and informal events, depending on level of contribution
- Complimentary On-Site Program and Abstract Books for each exhibiting company (provided at exhibitor registration)
- Other benefits related to each support opportunity as described in other sections of this prospectus

## ELIGIBLE EXHIBITS

Exhibits will be limited to companies approved by the *HM2010* planning committee. An approved company may exhibit oncology-related products, equipment and services whose efficacy has been determined as required by law and which are commercially available. All items must comply with local, state and FDA regulations.

Only the sign of the company whose name appears on the face of the Exhibit Agreement may be placed in the booth or appear on any printed list of Exhibitors. No exhibits or advertising will be allowed beyond the perimeters of the booth. *HM2010* retains the sole and exclusive right to determine which organizations may exhibit at the conference.

It is the responsibility of the exhibiting company to comply with all FDA rules and regulations. These rules relate to appropriate labeling of displayed products, sponsoring hands-on events for non-approved products and booth descriptions listed in convention programs. Further information may be obtained from the FDA. The demonstration of products, advertising and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the convention facility (including guest rooms, suites and function space) is strictly prohibited.

## EXHIBIT SPACE COSTS

The cost of one standard exhibit space is \$10,000 which includes a 10 x 10 ft (3 x 3 m) draped booth, one draped table, two side chairs, one waste basket and an identification sign. Two exhibit hall-only badges are provided with each 10 x 10 ft (3 x 3 m) space. Additional benefits are provided based on the level of contribution according to the point ranking system.

In addition to the standard exhibit space, a limited number of premium spaces such as corner booths, exhibit islands, semi-islands, exhibits located near the Internet Café or Gourmet Coffee Bar, are priced accordingly.

A floor plan depicting the location and configuration of booth space is included with the Exhibitor Application Form. In addition, registered exhibitors may order additional services from the official exhibitor service contractor.

EXHIBIT DESCRIPTION*	COST	PRICE	POINTS
10 x 10 ft standard exhibit space	\$100/sq ft	\$10,000	1.00
10 x 10 ft premium exhibit space	\$125/sq ft	\$12,500	1.25
10 x 20 ft premium exhibit space	\$125/sq ft	\$25,000	2.50
20 x 20 ft premium exhibit space	\$125/sq ft	\$50,000	5.00
10 x 10 ft nonprofit exhibit space	\$ 35/sq ft	\$ 3,500	0.50

\*Note: a 10 x 10 ft exhibit space is approximately 3 x 3 m

## EXHIBITOR SCHEDULE

### Tuesday, October 12, 2010

6:00 pm  
Booth Move-in Starts

### Wednesday, October 13, 2009

11:00 am  
Booth Move-in Stops  
11:00 am - 7:30 pm  
Exhibit Hours

### Thursday, October 14, 2010

8:00 am - 7:30 pm  
Exhibit Hours

### Friday, October 15, 2010

8:00 am - 7:30 pm  
Exhibit Hours

### Saturday, October 16, 2010

8:00 am - 12:30 pm  
Exhibit Hours

12:30 pm - 6:00 pm

Booth Dismantle & Move-Out

## CONTACT INFORMATION

If you wish to receive further information or register for the conference, go to the conference website at:

[www.hm2010.org](http://www.hm2010.org)

You may also contact the medical education partner, JWC Covenant:

### JWC COVENANT, INC

P.O. Box 132919  
The Woodlands, TX 77393  
USA

Phone: 1 (281) 364-7387

Fax: 1 (281) 292-4378

E-mail: Belinda Melder at

[bmelder@hm2010.org](mailto:bmelder@hm2010.org)

# Priority Point System

## PRIORITY POINT RANKING SYSTEM

A variety of support opportunities are described in the following sections. Each opportunity has a specific number of assigned points and the ranking of total point accumulation determines the order in which booths are selected, the level of associated benefits and Satellite Symposia time selection. Priority point rankings for *HM2010* will be calculated in **July 2010**.

All support opportunities and benefits will be awarded on a first-come, first-served basis. Supporters will indicate their preferences in the application process for exhibit location and other support opportunities.

*HM2010* staff will contact applicants upon receipt of the completed form to confirm availability of selected opportunities. A letter and invoice will then be sent along with all necessary details. In the event that two supporters request the same exhibit location or symposium time slot, preference will be given to the company with the highest number of priority points.

In addition to the unique benefits associated with specific opportunities, contributors will receive the following benefits based on the number of accumulated priority points:

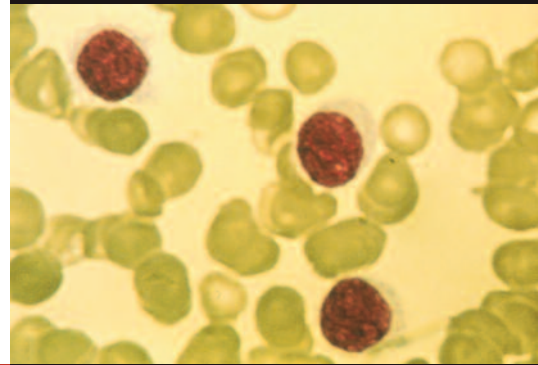
Benefit	BRONZE	SILVER	GOLD	PLATINUM
	Number of Priority Points			
	< 1	1-4	5-9	10+
On-Site Signage Recognition	•	•	•	•
Recognition in final <i>HM2010</i> Program	•	•	•	•
Listing in Conference Abstract Proceedings Book	•	•	•	•
Acknowledgement in Slide Presentation	•	•	•	•
Badge Ribbons Distinguishing Support Level	•	•	•	•
Complimentary Full-Meeting Registration(s)		•	•	•
Banner Signage at Supported Event/Location		•	•	•
Acknowledgment at General Session		•	•	•
Access to Exclusive Meeting Opportunities		•	•	•
Enhanced Listing Package			•	•
Prominent Signage with Logo at Supported Event			•	•
Webpage Logo with Link to Your Home Page			•	•
Pre-Event Attendee Direct Mail List			•	•
Post-Event Attendee Direct Mail List			•	•
Conference Bag Insert (1)			•	•
Logo on Floor Plan in Event Program			•	•
Attendee Hotel Room Drop (1)				•
Hospitality/Meeting Room Usage				•
High-Profile Banner with Company Recognition				•
Invitation to Faculty Dinner Gala (2)				•
Conference Item with Customized Logo Imprint				•
Recognition & Award Presentation at Reception				•

# Schedule of Events

## CONFERENCE SCHEDULE OF EVENTS

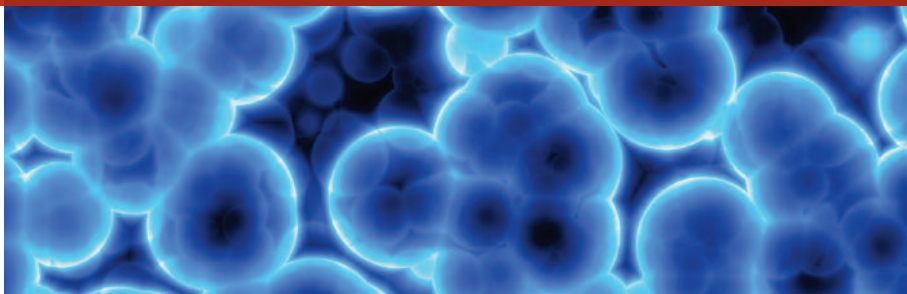
DATE/TIME	EVENT
<b>WEDNESDAY, OCTOBER 13, 2010</b>	
7:30 am – 5:30 pm	Registration, CME, On-Site Resources
7:30 am – 5:30 pm	Faculty Slide Ready Room
7:30 am – 8:30 am	Continental Breakfast
8:00 am – 11:00 am	Meet-the-Professor Sessions
<b>11:00 am – 7:30 pm</b>	<b>Exhibits</b>
11:00 am – 12:00 pm	Lunch
12:00 pm – 1:30 pm	Plenary Sessions
2:00 pm – 5:30 pm	Session I: Chronic Lymphocytic Leukemia
<b>6:00 pm – 7:00 pm</b>	<b>Independent Satellite Symposium</b>
7:00 pm – 9:00 pm	Poster Viewing
<b>7:00 pm – 9:00 pm</b>	<b>Welcome Reception &amp; Industry Awards</b>
<b>THURSDAY, OCTOBER 14, 2010</b>	
6:30 am – 8:30 am	Continental Breakfast
<b>7:00 am – 8:00 am</b>	<b>Independent Satellite Symposium</b>
7:30 am – 5:30 pm	Registration, CME, On-Site Resources
7:30 am – 5:30 pm	Faculty Slide Ready Room
<b>8:00 am – 7:30 pm</b>	<b>Exhibits</b>
8:00 am – 10:15 am	Session II: Acute Lymphoblastic Leukemia
10:30 am – 12:30 pm	Session III: Myeloproliferative Disorders
12:30 pm – 1:30 pm	Box Lunch
<b>12:30 pm – 1:30 pm</b>	<b>Independent Satellite Symposium</b>
1:30 pm – 2:30 pm	Plenary Sessions
2:30 pm – 5:25 pm	Session IV: Myelodysplastic Syndrome
<b>5:30 pm – 7:00 pm</b>	<b>Refreshments</b>
<b>6:00 pm – 7:00 pm</b>	<b>Independent Satellite Symposium</b>
6:00 pm – 8:00 pm	Poster Viewing
<b>7:00 pm – 10:00 pm</b>	<b>Faculty Dinner Gala</b>
<b>FRIDAY, OCTOBER 15, 2010</b>	
6:30 am – 8:30 am	Continental Breakfast
<b>7:00 am – 8:00 am</b>	<b>Independent Satellite Symposium</b>
7:30 am – 5:30 pm	Registration, CME, On-Site Resources
7:30 am – 5:30 pm	Faculty Slide Ready Room
<b>8:00 am – 7:30 pm</b>	<b>Exhibits</b>
8:00 am – 11:15 am	Session V: Acute Myeloid Leukemia
11:15 am – 12:00 pm	Lunch
12:00 pm – 1:00 pm	Plenary Sessions
<b>1:00 pm – 2:00 pm</b>	<b>Independent Satellite Symposium</b>
2:00 pm – 4:00 pm	Session VI: Multiple Myeloma
4:30 pm – 6:15 pm	Session VII: Lymphomas
<b>6:30 pm – 7:30 pm</b>	<b>Independent Satellite Symposium</b>
<b>SATURDAY, OCTOBER 16, 2010</b>	
6:30 am – 7:30 am	Continental Breakfast
<b>7:00 am – 8:00 am</b>	<b>Independent Satellite Symposium</b>
7:30 am – 12:30 pm	Registration, CME, On-Site Resources
7:30 am – 12:00 pm	Faculty Slide Ready Room
<b>8:00 am – 12:30 pm</b>	<b>Exhibits</b>
8:00 am – 10:20 am	Session VIII: Chronic Myeloid Leukemia
10:35 am – 11:55 am	Session IX: Special Topics
11:55 am	Presentation of Poster Session Awards
12:30 pm	Adjourn





THE UNIVERSITY OF TEXAS  
MD ANDERSON  
CANCER CENTER

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January 27, 2010

**RE: Hematologic Malignancies 2010 Commercial Invitation**

Dear Colleagues and Friends,

As the Chairmen of the **Sixth International Hematologic Malignancies 2010 Conference** (HM2010), scheduled for **October 13 - 16, 2010** at the *Hilton Americas-Houston Hotel and Convention Center*, it is our pleasure to invite you to participate in this one-of-a-kind event. Here you will have an opportunity to align your company with the premier conference dedicated to hematology/oncology specialists from around the globe who have an interest in the clinical treatment of patients with hematologic malignancies.

**Hematologic Malignancies 2010** is one of the world's largest and most important conferences concerned with the research and treatment of hematologic malignancies. More than 500 hematologic malignancy experts are expected to attend the four-day conference. This year's program is highly interactive and includes unique "Meet the Professor" sessions, "Debates", "Plenary" sessions, Poster presentations, Satellite Symposia and interactive programs dispersed throughout nine didactic sessions.

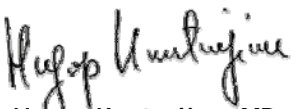
There are many opportunities for industry to support the conference's educational programs, annual meeting materials and services, such as tradeshow exhibition, satellite symposium participation, exclusive supporter options and others. Each opportunity promises to provide a significant presence for companies during the conference.

*Applications for **Independent Satellite Symposia** are due **June 1, 2010**  
Applications for **Exhibits** and other **Support Opportunities** are due **June 1, 2010***

All Commercial opportunities will be awarded on a **first-come, first-served** basis. In the event that two supporters request the same exhibit location or symposium time slot, preference will be given to the company with the highest number of priority points. Further details may be found in the enclosed prospectus.

If you would like additional information or have any questions regarding the conference, do not hesitate to contact our educational partner, JWC COVENANT, at 281-364-7387 x211 or by e-mail at [info@hm2010.org](mailto:info@hm2010.org).

With warmest regards,



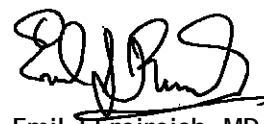
Hagop Kantarjian, MD  
Professor & Chairman  
Department of Leukemia  
The University of Texas  
M. D. Anderson Cancer Center  
Co-Chairperson, HM2010



Jorge E. Cortés, MD  
Professor  
Department of Leukemia  
The University of Texas  
M. D. Anderson Cancer Center  
Co-Chairperson, HM2010



Srdan Verstovsek, MD, PhD  
Associate Professor  
Department of Leukemia  
The University of Texas  
M. D. Anderson Cancer Center  
Co-Chairperson, HM2010



Emil J. Freireich, MD  
Professor  
Department of Leukemia  
The University of Texas  
M. D. Anderson Cancer Center  
Co-Chairperson, HM2010

*hematologic*  
**MALIGNANCIES**  
**HOUSTON 2010**

# hematologic MALIGNANCIES HOUSTON 2010

## HEMATOLOGIC MALIGNANCIES 2010 EXHIBIT SPACE RESERVATION FORM

### Exhibiting Company

Name (Prefix, First Last)

Title

Organization

Street Address

City

State

Zip Code

Direct Phone

Fax

E-Mail (Required for confirmation)

If someone other than the key contact will be representing your organization at your Hematologic Malignancies 2010 Conference exhibit, please provide his/her name(s), title, and contact information below.

### Exhibit Representative 1

### Exhibit Representative 2

Name (Prefix, First Last)

Name (Prefix, First Last)

Title

Title

Direct Phone

Fax

Direct Phone

Fax

E-Mail (Required for confirmation)

E-Mail (Required for confirmation)

Additional exhibit personnel may be listed on a separate sheet. For every 10 x 10 ft (3 x 3 m) exhibit space, your organization will receive two complimentary exhibitor registrations. Exhibit personnel **must register online** at [www.hm2010.org](http://www.hm2010.org) to receive their complimentary registration materials. Exhibitors will be given a **registration coupon code** to receive the complimentary rate.

The Exhibit Space Application and payment are due no later than **June 1, 2010**. Please keep in mind that **all spaces are awarded on a first-come, first-served** basis. Indicate the quantity, size and location of your preferred booth space in the following tables.

<b>Exhibit Description*</b>	<b>Cost</b>	<b>Price</b>	<b>Quantity</b>	<b>Total</b>
10' x 10' standard exhibit space	\$100/sq ft	\$10,000	_____	_____
10' x 10' premium exhibit space	\$125/sq ft	\$12,500	_____	_____
10' x 20' premium exhibit space	\$125/sq ft	\$25,000	_____	_____
20' x 20' premium exhibit space	\$125/sq ft	\$50,000	_____	_____
10' x 10' nonprofit exhibit space	\$ 35/sq ft	\$ 3,500	_____	_____

\*Note: a 10 x 10 ft exhibit space is approximately 3 x 3 m

**Preferred Booth Locations**

Booth Number(s)	Total Square Feet	List any exhibitors you wish to be near:
1. _____	_____	_____
2. _____	_____	List any exhibitors you do <u>not</u> wish to be near:
3. _____	_____	_____

**Signature**

By signing this form, you acknowledge receipt of and agree to abide by exhibitor rules and regulations as printed in the Hematologic Malignancies 2010 Prospectus. Exhibiting Companies will receive confirmation of their exhibit location and an invoice for the exhibit fee.

\_\_\_\_\_  
 Print Company Name/Organization

\_\_\_\_\_  
 Signature Title Date

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## Payment Methods

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The payment methods listed below are the only accepted forms of payment for *Hematologic Malignancies 2010*.

- Credit Cards - American Express, MasterCard, Visa, Discover (complete section below)
- Wire transfers: Please contact Belinda Melder at [bmelder@hm2010.org](mailto:bmelder@hm2010.org) for wire transfer information.
- Make checks payable to **JWC COVENANT, INC.** All checks **MUST** be in U.S. dollars and drawn on a U.S. bank.

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## Credit Card Information

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If you prefer to make payment by credit card, rather than check, please complete the following section and the indicated fee will be charged against your credit card.

**By completing and signing this section, you authorize JWC COVENANT to charge the following card as payment of the Exhibit fee.**

Name (as it appears on the credit card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Type of Credit Card:    VISA       MASTERCARD       AMERICAN EXPRESS       DISCOVER

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CCV Code: \_\_\_\_\_

Amount To Be Charged To Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return this form to:  
**JWC COVENANT, INC**  
P.O. Box 132919  
The Woodlands, TX 77393, USA  
Attention: Belinda Melder  
Or by email at [bmelder@hm2010.org](mailto:bmelder@hm2010.org)

# hematologic MALIGNANCIES HOUSTON 2010

## HEMATOLOGIC MALIGNANCIES 2010 SUPPORT APPLICATION

<b>Support Opportunities</b>	<b>Rate</b>	<b># Available</b>	<b>Quantity</b>	<b>Total</b>
<input type="checkbox"/> Independent Satellite Symposia*	\$50,000	8	_____	_____
<input type="checkbox"/> Meet-the-Professor Sessions	\$10,000	8	_____	_____
<input type="checkbox"/> Internet Café	\$15,000	2	_____	_____
<input type="checkbox"/> Conference Pen	\$5,000	1	_____	_____
<input type="checkbox"/> Conference Bag	\$25,000	1	_____	_____
<input type="checkbox"/> Gourmet Coffee Bar	\$10,000	2	_____	_____
<input type="checkbox"/> Food/Break Station	\$10,000	4	_____	_____
<input type="checkbox"/> Hotel Key Cards	\$10,000	1	_____	_____
<input type="checkbox"/> Conference Notebooks	\$10,000	1	_____	_____
<input type="checkbox"/> HM2010 Conference DVD Recording	\$50,000	2	_____	_____
<input type="checkbox"/> Conference Website Supporter	\$5,000	unlimited	_____	_____
<input type="checkbox"/> Conference Welcome Reception	\$15,000	3	_____	_____
<input type="checkbox"/> USB Flash Drive	\$10,000	1	_____	_____
<input type="checkbox"/> Conference Umbrella	\$10,000	1	_____	_____
<input type="checkbox"/> Travel Mug	\$10,000	1	_____	_____
<input type="checkbox"/> Conference/First-Aid Kit	\$7,500	1	_____	_____

*\*Note: an ISS application must be completed to be considered for this opportunity.*

### Supporter Information

Company	Contact Name	Title	
Address	City	State	Zip Code
Direct Phone	Fax	E-Mail (Required for confirmation)	

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**Financial Information** (person to whom invoices should be sent)

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Contact Person		Title	
Street Address	City	State	Zip Code
Direct Phone	Fax	E-Mail (Required for confirmation)	

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**Signature**

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By signing this form, you acknowledge receipt of and agree to abide by all rules and regulations as printed in the Hematologic Malignancies 2010 Prospectus. **This application will not be processed unless accompanied by the \$500.00 application fee.** Upon approval, the Supporting Company will be invoiced for the remaining balance.

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Print	Company Name/Organization
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Signature	Title	Date
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The Supporter Application is due no later than ***June 1, 2010***. Incomplete applications will not be reviewed. Please keep in mind that ***all opportunities are awarded on a first-come, first-served*** basis.

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**Payment Methods**

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The payment methods listed below are the only accepted forms of payment for *Hematologic Malignancies 2010*.

- Credit Cards - American Express, MasterCard, Visa, Discover (complete section below)
- Wire transfers: Please contact Belinda Melder at [bmelder@hm2010.org](mailto:bmelder@hm2010.org) for wire transfer information.
- Make checks payable to **JWC COVENANT, INC.** All checks **MUST** be in U.S. dollars and drawn on a U.S. bank.

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**Credit Card Information**

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If you prefer to make payment by credit card, rather than check, please complete the following section and the indicated fee will be charged against your credit card.

**By completing and signing this form, you are authorizing JWC COVENANT to directly charge your credit card as payment of the Supporter Fee.**

Name (as it appears on the credit card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Type of Credit Card:    VISA       MASTERCARD       AMERICAN EXPRESS       DISCOVER

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CCV Code: \_\_\_\_\_

Amount To Be Charged To Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return this form to:

**JWC COVENANT, INC**

P.O. Box 132919

The Woodlands, TX 77393, USA

Attention: Belinda Melder

Or by email at [bmelder@hm2010.org](mailto:bmelder@hm2010.org)

# hematologic MALIGNANCIES HOUSTON 2010

## INDEPENDENT SATELLITE SYMPOSIUM APPLICATION

### Overview

The Satellite Symposium Application and application fee are due no later than **June 1, 2010**. Incomplete and/or tentative applications will not be reviewed. Please note, only eight time slots are available for Independent Satellite Symposia (ISS) and ***all are awarded on a first-come, first-served*** basis.

To be considered for approval of an ISS, please review the prospectus guidelines, complete this application and return it, along with payment to JWC Covenant, Inc. Incomplete applications will not be processed.

### Supporting Documentation

In addition to the information requested on this form, applicants must include the following information in both print and electronic format:

1. Proposed Scientific Program (including faculty names & presentation titles)
2. Program Needs Assessment (if applicable to CME accreditation)
3. Learning Objectives (if applicable to CME accreditation)
4. Target Audience (if applicable to CME accreditation)

### ISS Time Preference

Please rank the following ISS time slots in order of preference (1 to 8). Note, every effort will be made to accommodate your request; however, assignments will be dependent on the quality and content of the proposed program as well as the order in which it is received.

Date/Day	Time	Preference (Rank from 1 to 8)
Oct 13, 2010, Wednesday	6:00 pm - 7:00 pm	
Oct 14, 2010, Thursday	7:00 am - 8:00 am	
Oct 14, 2010, Thursday	12:30 pm - 1:30 pm	
Oct 14, 2010, Thursday	6:00 pm - 7:00 pm	
Oct 15, 2009, Friday	7:00 am - 8:00 am	
Oct 15, 2009, Friday	1:00 pm - 2:00 pm	
Oct 15, 2009, Friday	6:30 pm - 7:30 pm	
Oct 16, 2009, Saturday	7:00 am - 8:00 am	

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**Commercial Supporter Information**

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Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ St/Province: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

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**CME Provider (if applicable)**

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Provider Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ St/Province: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Accreditation type and status: \_\_\_\_\_

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**Meeting Planner/Other Coordinating Organization (if applicable)**

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Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

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**Authorized Signature**

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My signature below indicates that this program will meet all applicable guidelines in accordance with the *Hematologic Malignancies Houston 2010 Prospectus*.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## Payment Methods

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The payment methods listed below are the only accepted forms of payment for *Hematologic Malignancies Houston 2010*. If approved, the application fee will be deducted from the total ISS fee of \$50,000.

- Credit Cards - American Express, MasterCard, Visa, Discover (complete section below)
- Wire transfers: Please contact Belinda Melder at [bmelder@hm2010.org](mailto:bmelder@hm2010.org) for wire transfer information.
- Make checks payable to **JWC COVENANT, INC**. All checks **MUST** be in U.S. dollars and drawn on a U.S. bank.

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## Credit Card Information

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If you prefer to make payment by credit card, rather than check, please complete the following section and the indicated fee will be charged against your credit card. **By completing and signing this section, you authorize JWC COVENANT to charge the following card as payment of the ISS application fee.**

Name (as it appears on the credit card): \_\_\_\_\_

Billing Address: \_\_\_\_\_

Type of Credit Card:    VISA       MASTERCARD       AMERICAN EXPRESS       DISCOVER

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CCV Code: \_\_\_\_\_

Amount to Charge to Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return this application and payment to:

**JWC COVENANT, INC**  
P.O. Box 132919  
The Woodlands, TX 77393, USA  
Attention: Belinda Melder  
or by email at [bmelder@hm2010.org](mailto:bmelder@hm2010.org)