



Princess Margaret Hospital
University Health Network

The 8th Princess Margaret Hospital Conference Developments in Cancer Management:

Conquering Cancer in our Lifetime

October 16-18 2008
Toronto, Ontario, Canada

Exhibitor Manual

Organizers:
Pamela Catton, MD
Ronald Feld, MD
Richard Hill, PhD

Princess Margaret Hospital
Toronto, Ontario, Canada

50 Years of
Success!

PMH/OCI 1958-2008

EDUCATION IS THE BEST MEDICINE®

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Welcome Letter from the Chairs

Scientific Committee:

Andrea Bezjak
James Brierley
Pamela Catton
Michael Crump
Bernard Cummings
Mary Elliott
Ronald Feld
Barbara Fitzgerald
Neil Fleshner
Anthony Fyles
Mary K. Gospodarowicz
Anna Greenberg
Richard Hill
Michael Jewett
David McCready
Hans A. Messner
Jeffrey Myers
Naomi Miller
Faye Montgomery
Martin O'Malley
Ian Quirt
Michael Sharpe
Frances A. Shepherd
Janice Stewart
Ian Tannock
John Waldron
David Warr

Dear Colleagues:

On behalf of the Organizing Committee, it is with great pleasure that we invite you to participate in The 8th Princess Margaret Hospital Conference: Developments in Cancer Management: Conquering Cancer in our Lifetime, to be held October 16-18, 2008 in Toronto, Ontario, Canada. This year we are especially proud to be celebrating the 50th anniversary of the Princess Margaret Hospital and the Ontario Cancer Institute.

Year after year, this conference enjoys great success, as indicated by participant evaluations. Attendees have offered praise for the quality of the scientific agenda and the speakers, and state that participation in the conference greatly enhances their knowledge of state-of-the-art cancer research and management.

This year, the Organizing Committee has created yet another excellent scientific agenda in conjunction with the Ontario Cancer Institute aimed at updating attendees on standard cancer therapies and new experimental programs, with in-depth examination of novel therapies and their future role in clinical practice. The general focus of the discussions will highlight how new information may apply to the treatment of cancer patients in your own institution or practice setting. The internationally renowned faculty includes members of the Princess Margaret Hospital community, one of the largest multidisciplinary cancer centers in North America and a pioneer in basic research and development of new cancer treatments.

PMH continues to be a leader in the cancer arena with alumni spread across the world, significantly impacting modern approaches to cancer research and management. As a result, PMH is happy to have their distinguished alumni from around the globe provide keynote lectures in various therapy areas within the field of oncology.

We are particularly proud to hold this meeting in the city of Toronto, one of the most beautiful and safest cities in North America. Excellent museums and interesting sites abound throughout the city, which is also located less than two hours from Niagara Falls, one of the natural wonders of the world. Because of the city's multicultural character, there are plenty of restaurant choices to sample cuisine that is among the best in the world. We hope you will make time to partake in all the city has to offer while updating your knowledge in state-of-the-art cancer research and management.

We look forward to welcoming you to Toronto in October 2008!

Sincerely,
Pamela Catton, MD
Ronald Feld, MD
Richard Hill, PhD

Contents

Scientific Committee:.....	2
Welcome Letter from the Chairs.....	2
Conference and Exhibit Venue	4
Exhibition Dates and Times	4
Move In and Set Up.....	4
Break Down and Move Out	4
Exhibition Hall Specifics/Details.....	4
Shipping Information	4
Imedex Contact Information.....	4
Exhibit Floor Plan.....	5
Past Exhibitors.....	6
Exhibitor Fee Inclusions	6
Attendees from 2007	7
Exhibitor Information.....	8
Logo Request	8
Information on the Exhibit Activities	8
Complimentary Registrations	9
Registration Form	10
Registration Procedures	11
Hotel Accommodations.....	11
Exhibition Regulations.....	12
Agenda	15-21
Shipping Labels	22,23

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Conference and Exhibit Venue

Hilton Toronto

145 Richmond Street West
Toronto, Ontario, Canada M5H 2L2
Tel.: +1 (416) 869 3456
Fax: +1 (416) 869 3187
www.toronto.hilton.com

Exhibition Dates and Times

Thursday, October 16, 2008 8:00 am – 5:30 pm
Friday, October 17, 2008 8:00 am – 5:30 pm
Saturday, October 18, 2008 8:00 am – 12:30 pm

Move In and Set Up

Thursday, October 16, 2008 6:30 am – 8:00 am

Break Down and Move Out

Saturday, October 18, 2008 12:30 pm – 1:30 pm

Exhibition Hall Specifics/Details

The table top exhibits will be located in the Toronto Ballroom Foyer on the Convention Level of the hotel. Each exhibitor will receive a 2 meter skirted table and two chairs.

Shipping Information

It is recommended that all exhibitors use the shipping labels provided in this exhibitor manual on pages 22-23.

To ensure prompt delivery onsite, all exhibitor packages must be labeled with the following information:

- Exhibition Company Name
- The 8th Princess Margaret Hospital Conference: Conquering Cancer in our Lifetime
- James Muratori
- Onsite Exhibition Contact Name

Address:

Hilton Toronto

145 Richmond Street West
Toronto, Ontario, Canada M5H 2L2
Tel.: +1 (416) 869 3456
Fax: +1 (416) 869 3187

*Please note that each exhibitor will be responsible for all associated shipping and handling fees duties and taxes, and drayage fees for their shipments. Imedex will not assume any fees for exhibitors.

Imedex Contact Information

Cori Gunter
4325 Alexander Drive
Alpharetta, GA 30022 USA
Tel.: + 1 (678) 242 0712
Fax: +1 (770) 751 7332
c.gunter@imedex.com

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Exhibit Floor Plan



The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL



Exhibitor Fee Inclusions

Exhibitor fees include exhibit space including a 2 meter table and 2 chairs, admittance to the exhibition hall and complimentary exhibit hall registrations as outlined in your contract. Exhibitor fees do not include conference materials, processing of certificates of attendance, continuing medical education, or any additional event functions as specified in the program.

All other items that you require for your exhibition (electricity) can be ordered through:

James Muratori

Event Services Manager
145 Richmond Street West
Toronto, Ontario, Canada
Tel: +1 (416) 860 6816
Email: james.muratori@hilton.com

Past Exhibitors

AMGEN Canada
AstraZeneca
Bristol-Myers Squibb
Eli Lilly Canada
Hoffmann-La Roche Limited
Merck Frosst Canada
Novartis
Ortho Biotech Canada
Pfizer
sanofi-aventis
Schering Plough Canada
U.T. MD Anderson Cancer Center
Wyeth

*50 Years of
Success!*

PMH/OCI 1958-2008

October 16-18, 2008 • Toronto, Ontario, Canada



The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

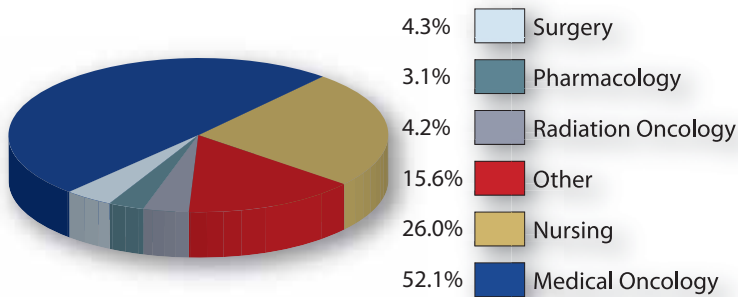
Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

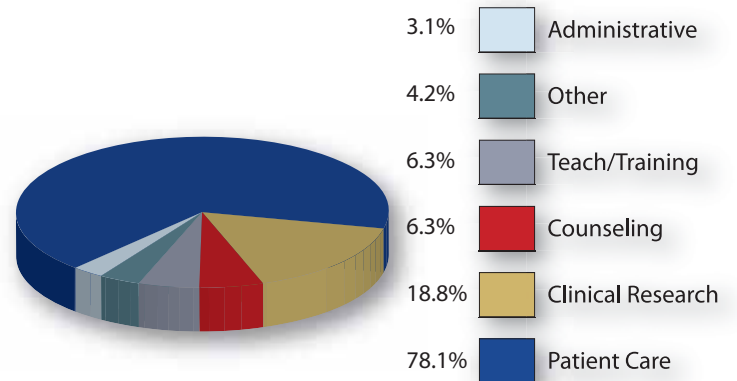
Attendees from 2007

Total Participants: 334					
Canada	299	United States	19	International	16
Ontario	256	New York	7	China	3
Quebec	12	Maryland	3	Iran	3
Alberta	4	Pennsylvania	2	Israel	2
British Columbia	3	Texas	2	Columbia	1
Newfoundland	2	California	1	Greece	1
Saskatchewan	1	Colorado	1	India	1
OC	1	Florida	1	Brazil	1
Unspecified	20	Louisiana	1	Italy	1
		Washington	1	Japan	1
				Portugal	1
				Russia	1

Profession



Specialty /Principal Activity



Totals may exceed 100% due to multiple responses

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Exhibitor Information

Company _____

First Name _____

Last Name _____

Email _____

Telephone _____

Fax _____

Address _____

City/State/Zip _____

Country _____

Onsite Contact _____

Mobile # _____

Information on the Exhibit Activities

Please select the category that best reflects your exhibit

- Investigational Drugs/Treatments
- Medical Devices
- Patient Advocacy
- Pharmaceutical Drugs
- Publication
- Other (please specify) _____

Logo Request

You may submit a vector based Adobe Illustrator source file (.ai or .eps file extension) to allow the logo to be used for multiple purposes and placement in the conference materials.

Alternatively you may submit a graphic file in ".jpeg" or ".tif" format that is at least 360 dpi (dots per inch).

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Complimentary Registrations

Please email Cori Gunter at c.gunter@imedex.com for information regarding the number of complimentary registrations your company may receive.

After contacting Cori Gunter, please complete the following registration form and fax it to +1 (770) 751 7334. For any additional registrations, please fill out the conference registration form or register online.

INFORMATION

1

Last Name _____ First Name _____ Degree _____

Institute _____ City/State _____ Country _____

2

Last Name _____ First Name _____ Degree _____

Institute _____ City/State _____ Country _____

3

Last Name _____ First Name _____ Degree _____

Institute _____ City/State _____ Country _____

4

Last Name _____ First Name _____ Degree _____

Institute _____ City/State _____ Country _____

5

Last Name _____ First Name _____ Degree _____

Institute _____ City/State _____ Country _____

Registration Form

Four
EASY
ways to
register:



ONLINE...
www.imedex.com



FAX US...
+1 (678) 242 0920



CALL US...
+1 (678) 242 0906



MAIL US...
Imedex®
4325 Alexander Dr.
Alpharetta, GA
30022-3740 USA

CONFERENCE REGISTRATION

A038.01

GIVEN NAME _____		FAMILY NAME _____	
<input type="checkbox"/> MD <input type="checkbox"/> PhD <input type="checkbox"/> PharmD <input type="checkbox"/> RN <input type="checkbox"/> Student <input type="checkbox"/> Other Degree _____			
SPECIALTY: <input type="checkbox"/> Medical Oncology <input type="checkbox"/> Radiation Oncology <input type="checkbox"/> Nursing <input type="checkbox"/> Scientist <input type="checkbox"/> Surgery			
<input type="checkbox"/> Other _____			
EMAIL ADDRESS _____			
TELEPHONE _____		FAX _____	
INSTITUTE _____		DEPARTMENT _____	
ADDRESS _____			
CITY _____		STATE / PROVINCE _____	
ZIP / POSTAL CODE _____		COUNTRY _____	

Check if you require special facilities or assistance and attach a note with specific details and requirements.

REGISTRATION FEES

Physicians

- Regular \$395 CAD**
Payment received by October 8, 2008
- Full/Onsite \$495 CAD**
Payment received after October 8, 2008

Nurses/Residents/Students*

- Regular \$210 CAD**
Payment received by October 8, 2008
- Full/Onsite \$245 CAD**
Payment received after October 8, 2008

Pharmacists*

- Regular \$320 CAD**
Payment received by October 8, 2008
- Full/Onsite \$370 CAD**
Payment received after October 8, 2008

PMH Alumni Dinner: \$175/person Friday October 17th

- I am a PMH Alumni
- I am interested in attending, please contact me.

Associated with PMH from years:

- 1958 - 1968 1968 - 1978
- 1978 - 1988 1988 - 2008

The PMH Cancer Program will handle Alumni Dinner registration confirmation and payment collection directly. For questions regarding the Alumni Dinner please contact Sonia Costantino at +1 (416) 946 2380 or pmh50th@uhn.on.ca.

For all other registration concerns and logistic questions, please contact Imedex.

* Proof of eligibility for Nurses/Residents/Students/Pharmacists must accompany registration.

PAYMENT METHOD

- American Express Discover MasterCard Visa
- Cheque in the amount of: \$ _____

Card No. _____ Exp. Date: _____ / _____

Cardholder's Name: _____ Signature: _____

To pre-register, registration and payment must be received no later than October 8, 2008. Please register onsite after this date. Contact Imedex at +1 (678) 242 0906 or visit our website at www.imedex.com to ensure that the conference is being held as scheduled and to confirm that the meeting is not full.

For registration fees to be refunded, written notice of cancellation must be received at meetings@imedex.com no later than October 8, 2008. The amount of registration fees remitted, minus a \$75 CAD administrative charge, will be refunded after the conference. Substitutions are accepted with written notification. No refunds will be made if notice is received after October 8, 2008.

Imedex does not accept responsibility for covering travel, accommodation or any other costs incurred by registrants in the rare event that this conference should be canceled for any reason. Every effort will be made to give reasonable notice in the event of cancellation. The event agenda content is subject to change without notice.

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Registration Procedures

To Register: You may register online by October 8, 2008 at www.imedex.com, by calling Imedex at +1 (678) 242 0906 or by returning the registration form in this announcement by mail or fax. If you mail the form, please keep a copy for your records. Registration confirmations will be issued before the meeting.

To qualify for special registration fees, registration and full payment must be received by Imedex by the dates specified.

Payment: To pre-register, registration and payment must be received no later than October 8, 2008. Please register onsite after this date. Contact Imedex at +1 (678) 242 0906 or visit our website at www.imedex.com to ensure the course is being held as scheduled and to confirm that the meeting is not full. Registration fees must be remitted by credit card or cheque. Cheques should be payable to Imedex. Attendee is not registered until full payment is received.

Registration Fee Inclusions: Registration fees include admittance to all scientific sessions, conference materials, processing of certificates of attendance or continuing medical education, and all event functions as specified in the announcement.

Cancellation: For registration fees to be refunded, written notice of cancellation must be received at meetings@imedex.com no later than October 8, 2008. The amount of registration fees remitted, minus a \$75 CAD administrative charge, will be refunded after the conference. Substitutions are accepted with written notification. No refunds will be made if notice is received after October 8, 2008.

Imedex does not accept responsibility for covering travel, accommodation or any other costs incurred by registrants in the rare event that this conference should be canceled for any reason. Every effort will be made to give reasonable notice in the event of cancellation. The event agenda is subject to change without notice.

Hotel Accommodations

Hilton Toronto

145 Richmond Street West
Toronto, Ontario, Canada M5H 2L2
Tel.: +1 (416) 869 3456
Fax: +1 (416) 869 3187

One of the most multicultural cities in the world, Toronto is marked by the diversity of distinct neighborhoods, cultures, and communities. The Hilton Toronto is located in the heart of the city's financial and vibrant entertainment districts. A short walk away are many well-known downtown sights such as the CN Tower, the Hockey Hall of Fame, the waterfront, and several sporting arenas. From the hotel, a subterranean walkway leads to over 1000 shops.

For the convenience of attendees, a limited number of rooms have been reserved until Tuesday, September 23, 2008 at a discounted rate of \$229 CAD single/double occupancy, plus tax, currently at 5% provincial sales tax, 6% goods and services tax, and 3% destination marketing fee. This rate is not guaranteed outside the conference dates or after Tuesday, September 23, 2008.

To reserve your room please contact the Hilton Toronto reservations department at +1 (416) 869 3456 or visit the hotel's website at www.toronto.hilton.com. To receive the group rate, callers must identify themselves as being with the *8th Princess Margaret Hospital Conference: Conquering Cancer in our Lifetime* group. Internet users must enter the meeting promotional code: IMED08. Reservation requests received after Tuesday, September 23, 2008 may not be guaranteed the group rate.

The 8th Princess Margaret Hospital Conference Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Exhibition Regulations

Exhibit Space Selection

Imedex shall assign exhibit space and reserves the right to change the location of exhibit space at any time. The exhibitor shall have no claim against Imedex in respect of any change of the exhibit space layout.

Prohibited in the Exhibit Hall

- Live, videotaped, or audio taped delivery of didactic presentations
- Activities offering CME credits
- Theater-style presentations
- Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees
- Distribution of any item of more than minimal value
- Demonstration, promotion, or sale of the products of any non-exhibiting companies, unauthorized reproduction or distribution of *The 8th Princess Margaret Hospital Conference: Conquering Cancer in our Lifetime* abstracts
- Contests, lotteries, raffles, or games of chance
- Games or group activities of any kind

Admission to the Exhibition

Participants fully registered for the conference may enter the exhibition. During times that the exhibition is closed, admission to the exhibit area is limited to the owners, representatives and employees of exhibiting firms. Models, hosts, or similar personnel not commercially connected with the industry may be employed to assist in the exhibitor's area; any costume, if not standard business attire, must conform to proper decorum of the *8th Princess Margaret Hospital Conference: Conquering Cancer in our Lifetime* and is subject to approval by Imedex.

Exhibitor Registration

All exhibitors and their staff must be registered and display an official conference badge during all times of the conference, including move-in and move-out.

Identification of the Exhibitors

False certification of individuals as exhibitor's representatives or any method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition or barring him from further entrance to the exhibit floor, or removing his exhibit from the exhibit floor without refund of any fees.

Equality of Exhibition Attendants

Exhibitors must apply equality in their approach to the attendants. Discrimination of attendants according to nationality, academic position or any other factor is against Imedex policy.

Operation of the Exhibit

All activities and queuing must be contained in the individual exhibitor's area. Excessive audio/visual devices or effects and offensive displays or odors are prohibited. Sound effects, including the use of a microphone, are discouraged due to their potential to interfere with other exhibits and distract from the professional atmosphere of the exhibition.

Subletting of Space

Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution of advertising, and/or solicitation of business of any kind on behalf of non-exhibiting firms in any part of the conference facility is strictly prohibited.

Exhibit Restrictions

Exhibits must conform to the contracted space and all display rules as set forth in this exhibitor manual. Exhibits or displays must not obstruct the view of or interfere in any way with the displays of neighboring exhibits. Any exposed part of the display must be covered so as not to be objectionable to the other exhibitors, or in the best overall interest of the exhibition. All business and selling demonstrations shall be confined to the exhibitor's own booth space. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

The 8th Princess Margaret Hospital Conference Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Management of the Exhibit

Exhibits must remain fully intact and staffed at all times exhibition is open to the public. Dismantling of exhibits and removal of products or display material is limited only to published hours and restrictions. Exhibits are not to be removed until the exhibition has closed on Saturday, October 18, 2008.

Security and Insurance

Neither Imedex nor its contractors shall be responsible for the safety of any exhibit or other property of the exhibitor or of any person, or for the loss, damage or destruction by theft or fire or from any other cause to such exhibits or other property, or for loss, damage or injury sustained by any exhibits or any other persons. The exhibitor shall indemnify Imedex or its contractors to third persons, as a result of any act or omission of the exhibitor, his staff, agent or personnel hired on a temporary basis to staff the exhibition stand. As Imedex and its contractors will accept no responsibility for any of the foregoing matters, the exhibitor should affect his own insurance against any risk of loss, damage, injury or liability.

Stand Decoration

Under no circumstances may the exhibitor increase the exhibition space beyond the space that has been allocated. Imedex does not permit the total enclosure of the stand. The exhibitor or his/her contractor may not interfere with the exhibition building in any way whatsoever. Any damage caused by their acts of negligence will be the responsibility of the exhibitor, who will be required to indemnify Imedex and its contractors against any claim arising from such damage.

Unapproved Therapies

Imedex bears no responsibility towards the delegates for the display, promotion or sale of therapies or services nor is Imedex supporting those products or services for their sole promotion at the *8th Princess Margaret Hospital Conference: Developments in Cancer Management: Conquering Cancer in our Lifetime*. However, Imedex reserves the right to deny at any time the display, promotion or sale of products, therapies or services should these be against the generally accepted clinical approach.

Photography, Video and Audio taping

Exhibitors must receive prior approval from Imedex for any photography, videotaping or audio taping of any activity in conjunction with the exhibition and the conference, except for limited activities occurring within the individual exhibitor's area. Photography, videotaping or audio taping of scientific or educational sessions is not permitted.

Surveys and Marketing Research

Surveys are authorized within the physical limits of the company's assigned area only. The appointed personnel must be identifiable at all times as member of a "marketing research team."

Social Functions/Activities

Social functions and other activities supported by exhibitors cannot be held during exhibit hours or in conflict with any scheduled scientific sessions, meetings or activities conducted by the *8th Princess Margaret Hospital Conference: Developments in Cancer Management: Conquering Cancer in our Lifetime*. No programmatic activities or scientific/educational activities may take place during exhibitor/supported functions. Self-assessment tests, such as computer assisted learning which the delegate can choose to start and end at his/her wish, are allowed.

Postponement or Abandonment

Imedex reserves the right to postpone the conference including the exhibition, or to transfer it to another site, if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, Imedex will not be held liable for expenses incurred other than the cost of rental of exhibition space.



The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

Use of the Logos

The use of all logos and/or names, including the *Princess Margaret Hospital Conference: Developments in Cancer Management: Conquering Cancer in our Lifetime* and Imedex on distributed material or other items are subject to expressed written approval from Imedex.

Non-Smoking Event

The *8th Princess Margaret Hospital Conference: Developments in Cancer Management: Conquering Cancer in our Lifetime* is a non-smoking event.

Storage

If you require storage during the exhibition, please contact the Hilton Toronto. An additional charge may apply.

Dismantling

The exhibitor must vacate the exhibition space on Saturday, October 18, 2008 by 1:30 pm. Exhibitors failing to do so will be liable for additional rental costs and will be liable for a late fee of up to 25% of the total exhibition space cost.

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

AGENDA

Thursday, October 16, 2008

7:00 am	Registration and breakfast
8:00 am	Welcome and introductions
8:15 am	Session I: Keynote address <i>Peter Selby, MD</i>
Session IIa: Recent advances in breast cancer Moderator: <i>Mark Clemons, MD</i> *Sessions IIa, IIb and IIc will run concurrently	
9:00 am	Tailored adjuvant systemic therapy for breast cancer: Myth or reality? <i>Kathleen I. Pritchard, MD</i>
9:20 am	Discussion
9:30 am	Recent and future developments in breast cancer imaging <i>Martin Yaffe, PhD</i>
9:45 am	Rationale for targeting Src in breast cancer therapy <i>Joyce Slingerland, MD, PhD</i>
9:50 am	Discussion
10:00 am	Coffee break
10:40 am	The evolution of sentinel lymph node biopsy <i>David McCready, MD</i>
10:55 am	Discussion
11:00 am	Classification of breast cancer in the molecular era <i>Susan Done, MBBChir, PhD</i>
11:15 am	Discussion
11:20 am	Optimizing adjuvant radiation therapy for breast cancer <i>Timothy Whelan, MD</i>
11:35 am	Discussion
11:40 am	Highlights of translational research from the Campbell Family Institute <i>Pam Ohashi, PhD</i>

Session IIb: Recent advances in head and neck cancer
Moderators: *Eric X. Chen, MD, PhD and Ralph Gilbert, MD*

9:00 am	Advances in the management of nasopharyngeal cancer <i>Anne Lee, MD</i>
9:45 am	Role of anatomic pathologists in molecular diagnosis of head and neck cancer <i>Bayardo Perez-Ordóñez, MD</i>
10:00 am	Coffee break
10:20 am	Translational research in head and neck cancer <i>Fei Fei Liu, MD</i>
10:35 am	Molecular targeted approaches to head and neck cancer <i>Lillian L. Siu, MD</i>
10:50 am	Quality of life in the era of chemoradiation <i>Jolie Ringash, MD</i>
11:05 am	PET/CT for clinical decision making in the management of head and neck cancer <i>John Waldron, MD</i>
11:20 am	Guided therapeutics: Innovations in head and neck surgical oncology <i>Jonathan C. Irish, MD</i>
11:35 am	IMRT and Image guided radiotherapy in the management of head and neck cancer <i>John Kim, MD</i>
11:50 am	Discussion

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

AGENDA

Session IIc: Recent advances in gynecologic cancers Moderators: <i>Amit Oza, MD and Barry Rosen, MD</i>	
	Novel therapeutics in gynecologic cancers
9:00 am	Molecular studies in ovarian cancer <i>James Brenton, MD</i>
9:30 am	Targeted therapy for gynecologic cancers <i>Amit Oza, MD</i>
10:00 am	Coffee break
10:20 am	Biology response controversies and advances in BRCA related ovarian cancer: Lessons learned and future directions <i>Michael Friedlander, MD</i>
	Controversies in early endometrial cancer
10:40 am	Risk-adapted approach to surgical staging <i>Leon Massuger, MD, PhD</i>
11:00 am	External beam RT or brachytherapy? <i>Gillian Thomas, MD</i>
11:30 am	Debate: Women with high-risk early-stage endometrial cancer should receive adjuvant chemotherapy In favour: <i>Michael Friedlander, MD</i> Opposed: <i>Hal W. Hirte, MD</i>
12:00 pm	Lunch

1:30 pm	Session III: Keynote address: Oncology pathology: The past, the present and the future <i>Diponkar Banerjee, MBChB, PhD</i>
	Session IVa: Recent advances in lymphoma Moderator: <i>Michael Crump, MD</i> <i>*Sessions IVa, IVb and IVc run concurrently</i>
2:15 pm	Advances in biology and treatment of aggressive lymphomas <i>Lorenz Trümper, MD, PhD</i>
3:15 pm	Coffee break
3:35 pm	Poster discussion
3:50 pm	The current role of radiation therapy in the treatment of lymphoma <i>Mary K. Gospodarowicz, MD</i>
4:25 pm	The contemporary management of multiple myeloma <i>Donna Reece, MD</i>
5:00 pm	Panel discussion Special considerations in extranodal lymphoma <i>Rena Buckstein, MD and Richard Tsang, MD</i> Surviving lymphoma: Late effects of therapy <i>David Hodgson, MD</i> Innovative therapy for T cell lymphoma <i>Eugenia Piliotis, MD</i>

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

AGENDA

Session IVb: Recent advances in lung cancer
 Moderators: *Ronald Feld, MD and David Payne, MD*

2:15 pm	Will CT screening reduce overall lung cancer mortality? <i>Heidi Roberts, MD</i>
2:35 pm	Discussion
2:45 pm	Progress in mesothelioma <i>Michael R. Johnston, MD</i>
3:05 pm	Discussion
3:15 pm	Coffee break
3:35 pm	Changing the cure rate of lung cancer with radiotherapy <i>Andrea Bezjak, MD</i>
3:55 pm	Discussion
4:05 pm	Integrating molecular profiling into patient selection for lung cancer therapy <i>Frances A. Shepherd, MD</i>
4:25 pm	Discussion
4:35 pm	Cost effectiveness of targeted therapy in lung cancer <i>William K. Evans, MD</i>
4:55 pm	Discussion
5:05 pm	Clinical case discussion
5:25 pm	Discussion

Session IVc: Controversies in ovarian cancer
 Moderators: *Anthony Fyles, MD and Joan Murphy, MD*

	Image-guided therapy and fertility-sparing surgery
2:15 pm	Sentinel node dissection in vulvar cancer <i>Leon Massuger, MD, PhD</i>
2:40 pm	Fertility-sparing surgery in cervix cancer <i>Allan Covens, MD</i>
3:15 pm	Coffee break
3:35 pm	Image-guided adaptive radiation <i>Anthony Fyles, MD</i>
4:00 pm	New paradigms in serous ovarian cancer <i>Patricia Shaw, MD</i>
4:25 pm	Ovarian cancer prevention <i>Barry Rosen, MD</i>
4:50 pm	Poster discussion <i>James Brenton, MD and Hal W. Hirte, MD</i>

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

AGENDA

Friday, October 17, 2008

7:15 am	Registration and breakfast
8:00 am	Welcome and introductions
8:15 am	Session V: Keynote address <i>William Mackillop, MD</i>
Session VIa: Challenges in cancer control Moderator: <i>Mary K. Gospodarowicz, MD</i> *Sessions VIa, VIb, VIc run concurrently	
9:00 am	Managing the growing burden of cancer <i>Terrence Sullivan, PhD</i>
9:15 am	Cancer control in Australia <i>Michael Barton, MB</i>
9:30 am	Access, quality and information <i>Alan Hudson, MD</i>
9:45 am	Discussion
10:00 am	Coffee break
Promising solutions Moderator: <i>David Jaffray, PhD</i>	
10:20 am	Molecular oncology and personalized medicine <i>Simon Sutcliffe, MD</i>
10:45 am	The promise of modern imaging <i>Patrice Bret, MD</i>
11:05 am	Promise of eHealth <i>Alexandro Jadad, MD</i>
11:30 am	Discussion

Session VIb: Recent advances in gastrointestinal malignancies
 Moderators: *Bryce Taylor, MD and Shun Wong, MD*

9:00 am	The development and the future of chemoradiation in anal canal cancer <i>Bernard Cummings, MBChB</i>
9:20 am	Quality of life and decision making in surgery for rectal cancer <i>Erin Kennedy, MD</i>
9:40 am	MRI in the staging of rectal cancer <i>Kartik Jhaveri, MD</i>
9:55 am	Discussion
10:00 am	Coffee break
10:20 am	Chemotherapy in advanced colorectal cancer <i>John Zalcborg, MB, BS, PhD</i>
10:50 am	Pancreatic cancer genomics <i>Steven Gallinger, MD</i>
11:05 am	Preclinical testing of novel treatments in pancreas cancer xenograft models <i>David W. Hedley, MD</i>
11:20 am	Putting drug development into practice for pancreas cancer <i>Malcolm J. Moore, MD</i>
11:35 am	High precision radiation therapy for cancers of the upper abdomen <i>Laura A. Dawson, MD</i>
11:50 am	Discussion

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

AGENDA

Session VI: Improving the patient experience Moderators: <i>Faye Montgomery, MRT(T)</i> and <i>Terry West, BA, MRT(T)</i>	
9:00 am	Patient-centered outcomes: Forward thinking care in a time of opportunity <i>Diane Doran, PhD, RN</i>
9:30 am	Patient-family reported outcomes in cancer: Symptom experience <i>Doris Howell, PhD, RN</i>
9:45 am	Oncology nursing: Leading the way <i>Esther Green, RN</i>
10:00 am	Coffee break
10:20 am	Determinants of functional performance in long-term survivors of allogeneic stem cell transplantation with chronic graft versus host disease <i>Sandra Mitchell, CRNP, PhD, AOCN</i>
10:35 am	Acute toxicity for prostatectomy patients receiving intensity modulated radiotherapy <i>Vickie Kong, MRT(T)</i>
10:50 am	The science of supportive care: A research framework for psychosocial oncology and palliative care <i>Gary Rodin, MD</i>
11:05 am	The healing journey: Teaching self-healing to motivated cancer patients from 1980-2008 <i>Alastair Cunningham, PhD</i>
11:20 am	Panel discussion
12:00 pm	Lunch

1:30 pm	Session VII: Keynote address: Novel paradigms in personalized medicine and drug discovery for cancer <i>Dan Theodorescu, MD, PhD</i>
Session VIIIa: Evolution in the management of genitourinary cancers at PMH Moderators: <i>Neil Fleschner, MD, MPH, Jennifer Knox, MD, and Jeremy Sturgeon, MD</i> <i>*Sessions VIIIa, VIIIb and VIIIc run concurrently</i>	
	Prostate cancer
2:15 pm	Prevention: From the unknown to the doable <i>Neil Fleschner, MD, MPH</i>
2:35 pm	Evolution of chemotherapy for hormone refractory prostate cancer <i>Ian Tannock, MD, PhD</i>
2:55 pm	Discussion
3:15 pm	Coffee break
	Testicular cancer: Modern paradigm of a curable cancer
3:35 pm	Seminoma: "From more to less" <i>Padraig Warde, MB</i>
3:50 pm	Non Seminoma: Evolving role of retroperitoneal lymph node dissection <i>Michael Jewett, MD</i>
4:15 pm	Individualized cancer therapy <i>Robert G. Bristow, MD, PhD</i>
4:35 pm	Discussion
	Surgical management of kidney cancer: The legacy of the Robson nephrectomy
4:45 pm	From Robson to radiofrequency- evolution of surgical management of renal carcinoma <i>Anthony Finelli, MD</i>
5:05 pm	Discussion

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

AGENDA

Session VIIIb: Impact and promise of technology and informatics
 Moderators: *John R. Cunningham, PhD and David Jaffray, PhD*

2:15 pm	Opening remarks <i>John R. Cunningham, PhD and David Jaffray, PhD</i>
2:30 pm	Intensity Modulated Radiation Therapy/Image Guided Radiation Therapy <i>Jerry J. Battista, PhD</i>
3:15 pm	Coffee break
3:35 pm	Surgical interventions <i>David Gianfelice, MD</i>
	"Rapid Fire"
4:20 pm	Image registration <i>Kristy Brock, PhD</i>
4:35 pm	CT perfusion imaging <i>Ivan Yeung, PhD</i>
4:50 pm	Integrating optical information with volumetric imaging <i>Robert Weersink, PhD</i>
5:05 pm	Informatics and information <i>John W. Wong, PhD</i>

Session VIIIc: Sarcoma
 Moderators: *Robert Bell, MD and David Hogg, MD*

2:15 pm	Contributions of EORTC trials to the management of sarcoma <i>Ole Nielsen, MD</i>
2:45 pm	Surgical considerations in extremity sarcoma <i>Peter Ferguson, MD</i>
3:05 pm	Discussion
3:15 pm	Coffee break
3:35 pm	Radiotherapy considerations in extremity sarcoma <i>Peter Chung, MBChB</i>
3:45 pm	Discussion
3:50 pm	Management of retroperitoneal sarcomas <i>Carol Swallow, MD, PhD</i>
4:10 pm	Discussion
4:15 pm	Targeted therapy in management of gastrointestinal stromal tumours (GIST) <i>Martin Blackstein, MD, PhD</i>
4:35 pm	Discussion
4:40 pm	Current status of chemotherapy for primary bone sarcomas <i>Abha Gupta, MD</i>
5:00 pm	Discussion <i>David Hogg, MD</i>
5:30 pm	Adjourn

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

AGENDA

Saturday, October 18, 2008

7:15 am Registration and breakfast

8:00 am Welcome and introductions

8:15 am **Session IX: Keynote address: The microenvironment of solid tumours and response to systemic treatment**
Ian Tannock, MD, PhD

Session X: Tapping into the tumour microenvironment for therapeutic gain
Moderators: *Richard Hill, PhD and Michael Rauth, PhD*

9:00 am Radiation activated molecules targeting hypoxic cells
William R. Wilson, PhD

9:15 am Discussion

9:30 am Vascular disruption and antiangiogenesis
Dietmar Siemann, PhD

9:45 am Discussion

10:00 am Coffee break

10:20 am Imaging cells as they metastasize
Ann Chambers, PhD

10:50 am Microenvironmental effects on carcinogenesis
Rama Khokha, PhD

11:20 am Fifteen years of measuring hypoxia in cervical cancer: What have we learned?
Anthony Fyles, MD

11:50 am Panel discussion

12:20 pm Closing remarks

12:30 pm Adjourn

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

SHIPPING LABELS

Please print these shipping labels and fill in your onsite exhibitor contact name in the attention field on each label and attach to all shipments to ensure prompt delivery onsite.

LABELS

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime



ATTN: _____

Hilton Toronto
145 Richmond Street West
Toronto, Ontario, Canada M5H 2L2
Tel.: +1 (416) 869 3456
Fax: +1 (416) 869 3187

BOX _____ **OF** _____

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime



ATTN: _____

Hilton Toronto
145 Richmond Street West
Toronto, Ontario, Canada M5H 2L2
Tel.: +1 (416) 869 3456
Fax: +1 (416) 869 3187

BOX _____ **OF** _____

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime

EXHIBITOR MANUAL

SHIPPING LABELS

Please print these shipping labels and fill in your onsite exhibitor contact name in the attention field on each label and attach to all shipments to ensure prompt delivery onsite.

LABELS

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime



ATTN: _____

Hilton Toronto
145 Richmond Street West
Toronto, Ontario, Canada M5H 2L2
Tel.: +1 (416) 869 3456
Fax: +1 (416) 869 3187

BOX _____ **OF** _____

The 8th Princess Margaret Hospital Conference
Developments in Cancer Management:

Conquering Cancer in our Lifetime



ATTN: _____

Hilton Toronto
145 Richmond Street West
Toronto, Ontario, Canada M5H 2L2
Tel.: +1 (416) 869 3456
Fax: +1 (416) 869 3187

BOX _____ **OF** _____