

THIRD  
**asian  
PACIFIC  
CONFERENCE**  
PERSPECTIVES IN  
**LUNG  
CANCER**

**11-12 September 2009**  
**Bangkok, Thailand**

**Chairs:**

**Tony Mok, MD**  
Chinese University of Hong Kong  
Hong Kong, China

**Giorgio V. Scagliotti, MD, PhD**  
University of Turin  
Orbassano, Italy

**Local Chair:**

**Sumitra Thongprasert, MD**  
Maharaj Nakorn Chiang Mai Hospital  
Chiang Mai, Thailand



11-12 September 2009



Bangkok, Thailand

## Invitation/Welcome Letter from the Chairs

### Dear Colleague,

It is our pleasure to invite you to the **Third Asian Pacific Conference: Perspectives in Lung Cancer** which will be held 11-12 September 2009 in Bangkok, Thailand. Attendees from all lung cancer-related disciplines will find it to be a stimulating interactive and educational experience!

Created to provide state-of-the-art diagnosis and treatment information, this comprehensive Conference focuses on the multimodal management of lung cancer. Guided by expert faculty from Asia, Europe, and North America, this conference features interactive case presentations that focus on innovations in diagnosis and staging, the latest therapies and techniques in the multidisciplinary management of non-small cell lung cancer, mesothelioma and small cell lung cancer.

As lung cancer research and treatment are constantly evolving, there are many issues in disease biology, management, and research that are intensely debated among those involved in these fields. Attendees will not only update their knowledge, but confirm their current practices, focus on the trends and evolutions worth watching and receive valuable take-home information on exciting new treatments and approaches.

We look forward to welcoming you in Bangkok, one of the most cosmopolitan, contrasting and, compelling cities in Asia. We know you will find the **Third Asian Pacific Conference: Perspectives in Lung Cancer** to be a world-class educational event.

Sincerely,

Tony Mok, MD  
Giorgio V. Scagliotti, MD, PhD  
*Chairs*

Sumitra Thongprasert, MD  
*Local Chair*



11-12 September 2009



Bangkok, Thailand

## Contents

Congress 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
Exhibitor Fee Inclusions .....	4
Venue Contact .....	4
Exhibitor Floor Plan.....	5
Past Attendees .....	6
Past Exhibitors.....	6
Logo Request .....	6
Exhibitor Information.....	7
Complimentary Registrations .....	8
Registration Form .....	9
Exhibition Regulations.....	10-11
Shipping Labels .....	12-13

11-12 September 2009



Bangkok, Thailand

#### **Congress and Exhibit Venue**

##### **Sheraton Grande Sukhumvit**

250 Sukhumvit Road  
Bangkok 10110  
Thailand  
Tel.: +1 (66) 02 6498888  
Fax: +1 (66) 02 6498000  
www.sheratongrandesukhumvit.com

#### **Exhibition Dates and Times**

Friday, 11 September 2009  
8:15 – 17:30  
Saturday, 12 September 2009  
7:30 – 18:00

#### **Move In and Set Up**

Thursday, 10 September 2009  
9:00 – 18:00

#### **Break Down and Move Out**

Saturday, 12 September 2009  
18:00 – 20:00

#### **Exhibition Hall Specifics/Details**

Name: Sukhumvit  
Floor : Second Level  
Height of Exhibition Hall 4.75 meters  
Power 100 amps

#### **Shipping Information**

It is recommended that all exhibitors use the shipping labels provided in the exhibitor manual on page 12-13.

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

- Exhibition Company Name
- Third Asian Pacific Conference Perspectives in Lung Cancer
- Attn: Supaporn Ketelek, Events Services Executive
- Onsite Exhibition Contact Name

Sheraton Grande Sukhumvit  
250 Sukhumvit Road  
Bangkok 10110  
Thailand  
Tel.: +1 (66) 02 6498630  
Fax: +1 (66) 02 6498822  
www.sheratongrandesukhumvit.com

\*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  
Tel.: +1 (678) 242 0712  
Fax: +1 (770) 751 7334  
c.gunter@imedex.com

#### **Exhibitor Fee Inclusions**

Exhibitor fees include exhibit space , 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 can be ordered through the Sheraton Grande Sukhumvit.

#### **Contact at venue to Order items**

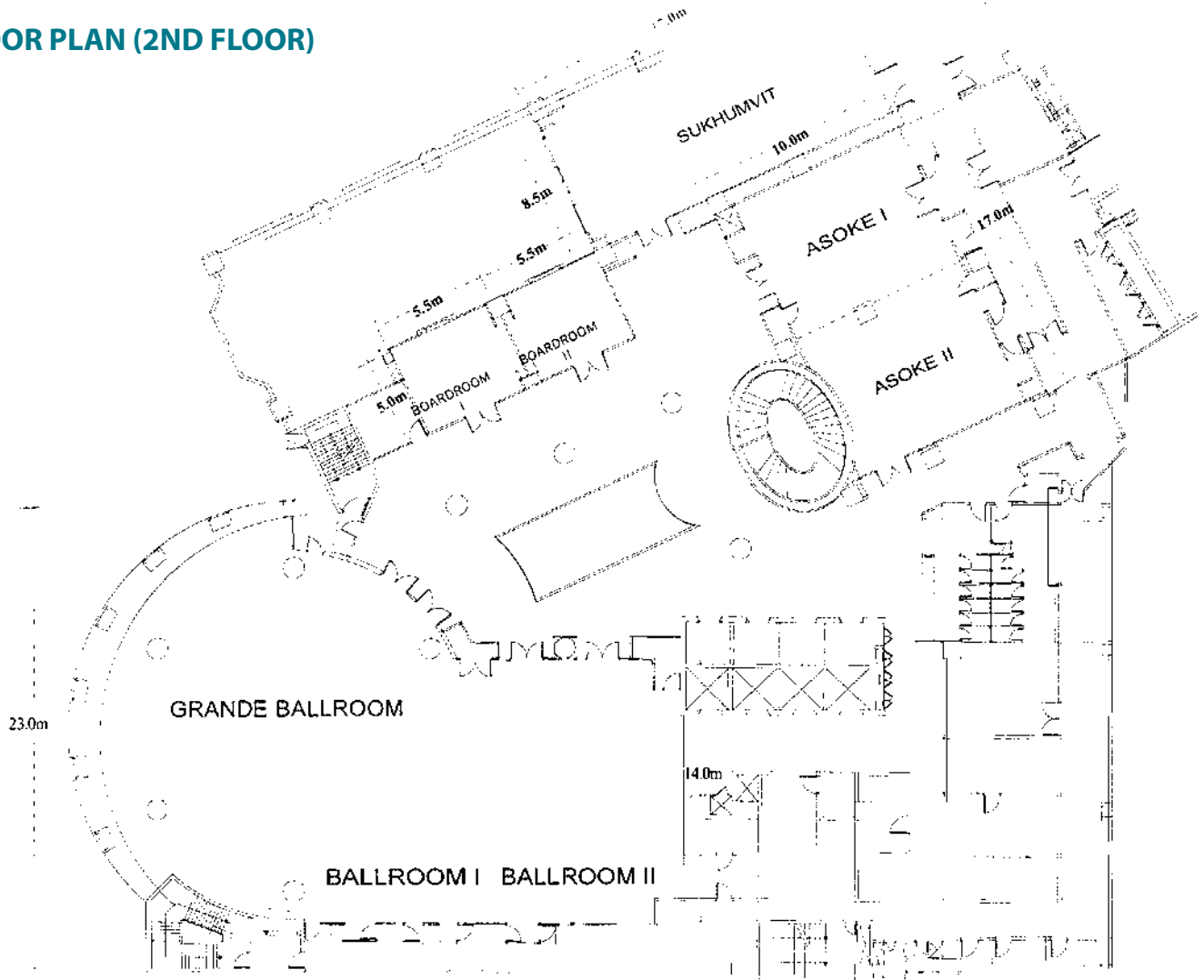
Supaporn Ketelek  
Events Services Executive  
Sheraton Grande Sukhumvit  
250 Sukhumvit Road  
Bangkok 10110  
Thailand  
Tel.: +1 (66) 02 6498630  
Fax: +1 (66) 02 6498822  
Supaporn.ketelek@luxurycollection.com

11-12 September 2009



Bangkok, Thailand

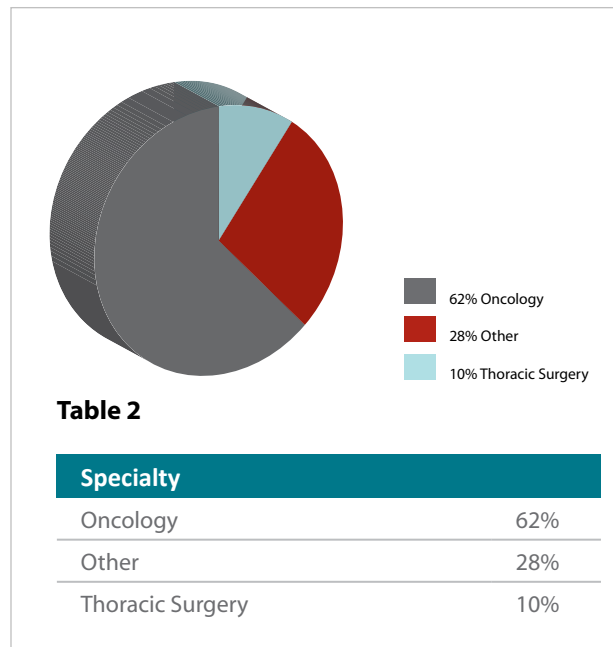
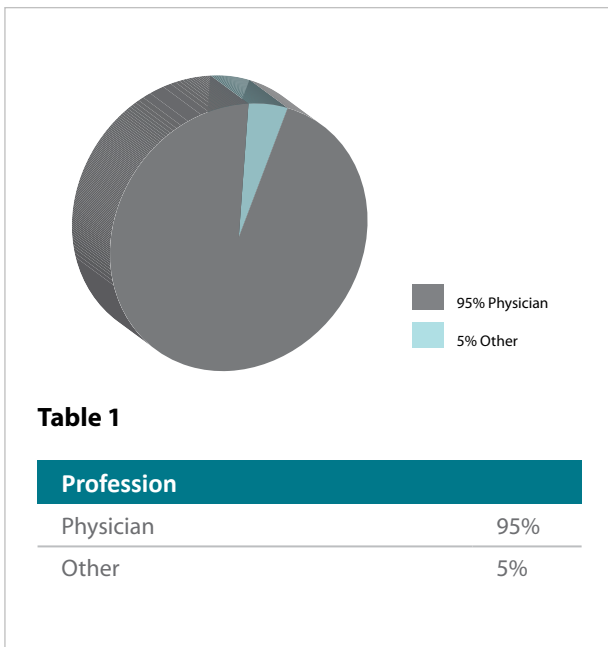
### FLOOR PLAN (2ND FLOOR)





## Attendee Statistics from 2007

Total Attendees = 237



### Logo Request

For use in conference printed materials, please submit a hi-resolution logo to Cori Gunter at [c.gunter@imedex.com](mailto:c.gunter@imedex.com) by 10 July 2009.

We prefer the vectorized Adobe Illustrator source files (.ai or .esp file extension) as it allows the logo to be used for multiple purposes. You may also submit a .jpeg or .tif format that is at least 360 dpi (dots per inch).

### Past exhibitors

Eli Lilly and Company  
Merck



## EXHIBITOR INFORMATION

A088.01

Company \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Country \_\_\_\_\_

Onsite Contact \_\_\_\_\_ Mobile # \_\_\_\_\_

### Information on the Booth Activities

Please select the category that best reflects your exhibit

- |   |   |
|---|---|
| <input type="checkbox"/> Investigational Drugs/Treatments | <input type="checkbox"/> Pharmaceutical Drugs   |
| <input type="checkbox"/> Medical Devices                  | <input type="checkbox"/> Publication            |
| <input type="checkbox"/> Patient Advocacy                 | <input type="checkbox"/> Other (please specify) |



### Complimentary Registrations

Please email Cori Gunter at [c.gunter@imedex.com](mailto: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		A088.01
<b>1</b>	First Name _____ Last Name _____ City/State _____ Country _____	
<b>2</b>	First Name _____ Last Name _____ City/State _____ Country _____	
<b>3</b>	First Name _____ Last Name _____ City/State _____ Country _____	
<b>4</b>	First Name _____ Last Name _____ City/State _____ Country _____	
<b>5</b>	First Name _____ Last Name _____ City/State _____ Country _____	

11-12 September 2009



Bangkok, Thailand

# 4 EASY ways to register:



**ONLINE...**  
www.imedex.com



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



**CALL US...**  
The Registrar will take your registration over the phone.  
+1 (678) 242 0906



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

## 3 WAYS TO LEARN



**PRINT** materials are produced by Imedex for your reference needs



**ONLINE** products are produced by Imedex in 6 user-friendly formats



**LIVE** meetings are produced by Imedex in 15 countries

Visit [www.imedex.com](http://www.imedex.com) to learn more

### CONFERENCE REGISTRATION

A088.01

GIVEN NAME \_\_\_\_\_ FAMILY NAME \_\_\_\_\_ MI \_\_\_\_\_

O MD O PhD O PharmD O RN O Other \_\_\_\_\_

SPECIALTY: O Medical Oncology O Nursing O Pulmonology O Radiation Oncology O Surgery

O 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

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Discounted</b> ..... \$249<br>If payment received by 30 July 2009         | <input type="checkbox"/> <b>Group discount (physicians only)*</b> ..... -\$50<br>*cannot be combined with any other discounts  |
| <input type="checkbox"/> <b>Regular</b> ..... \$299<br>If payment received by 3 September 2009        | <input type="checkbox"/> <b>Nurses/Residents/Students*</b> ..... \$99<br>*proof of eligibility must accompany registration<br>*cannot be combined with any other discounts |
| <input type="checkbox"/> <b>Full/Onsite</b> ..... \$349<br>If payment received after 3 September 2009 |  |

### PAYMENT METHOD

American Express  MasterCard  Visa  Check in the amount of: \$ \_\_\_\_\_ USD

Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**NOTE:** Registrants that pay with American Express will be charged in the UDS equivalent which may incur additional charges. This is a policy of American Express. Foreign exchange rate information may be found at [www.oanda.com](http://www.oanda.com).

To pre-register, registration and payment must be received no later than 3 September 2009. Please register onsite after this date. Contact Imedex at +1 (678) 242 0906 or visit our website at [www.imedex.com](http://www.imedex.com) to ensure that the program 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](mailto:meetings@imedex.com) no later than 3 September 2009. The amount of registration fees remitted, minus a \$75 administrative charge, will be refunded after the conference. Substitutions are accepted with written notification. No refunds will be made if notice is received after 3 September 2009.

Imedex does not accept responsibility for covering travel, accommodation or any other costs incurred by registrants in the rare event that this program 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.

11-12 September 2009



Bangkok, Thailand

## 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 by experts in Lung Cancer
- 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 Third Asian Pacific Conference Perspectives in Lung Cancer 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 booth; any costume, if not standard business attire, must conform to proper decorum of the Third Asian Pacific Conference Perspectives in Lung Cancer 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 Booth

All booth activities and queuing must be contained in the individual exhibitor's booth. 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.

### Booth 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.

### Management of the Booth

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, 12 September 2009.

### 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.

11-12 September 2009



Bangkok, Thailand

#### **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 Third Asian Pacific Conference Perspectives in Lung Cancer. 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 booth. 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 booth 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 Third Asian Pacific Conference Perspectives in Lung Cancer. 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.

#### **Use of the Logos**

The use of all logos and/or names, including the Third Asian Pacific Conference Perspectives in Lung Cancer, and Imedex on distributed material or other items are subject to expressed written approval from Imedex.

#### **Non-Smoking Event**

The Third Asian Pacific Conference Perspectives in Lung Cancer is a non-smoking event.

#### **Storage**

If you require storage during the exhibition, please contact the Sheraton Grande Sukhumvit. An additional charge may apply.

#### **Dismantling**

The exhibitor must vacate the exhibition space on Saturday, 12 September 2009. 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.

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## 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

**ATTN:** \_\_\_\_\_

**Third Asian Pacific Conference Perspectives  
in Lung Cancer**

**Sheraton Grande Sukhumvit**  
250 Sukhumvit Road  
Bangkok 10110  
Thailand

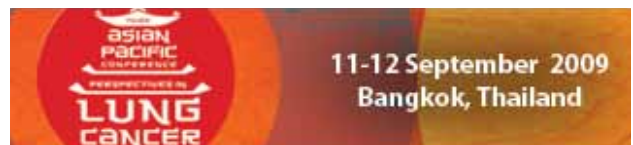


**BOX** \_\_\_\_\_ **OF** \_\_\_\_\_

**ATTN:** \_\_\_\_\_

**Third Asian Pacific Conference Perspectives  
in Lung Cancer**

**Sheraton Grande Sukhumvit**  
250 Sukhumvit Road  
Bangkok 10110  
Thailand



**BOX** \_\_\_\_\_ **OF** \_\_\_\_\_



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