



World Congress on Gastrointestinal Cancer:
Asian Perspectives



28-29 AUGUST 2009
TAIPEI, TAIWAN
THE WESTIN TAIPEI

CHAIRS:

ERIC VAN CUTSEM, MD, PHD
UNIVERSITY HOSPITAL GASTHUISBERG
LEUVEN, BELGIUM

YDOON-KOO KANG, MD, PHD
ASAN MEDICAL CENTER
SEOUL, KOREA

LOCAL CHAIR:

ANN-LII CHENG, MD, PHD
NATIONAL TAIWAN UNIVERSITY HOSPITAL
TAIPEI, TAIWAN





World Congress on Gastrointestinal Cancer: Asian Perspectives

WELCOME LETTER FROM THE CHAIRS

Dear Colleague,

It is our pleasure to invite you to attend the **3rd Conference –World Congress on Gastrointestinal Cancer: Asian Perspectives**, August 28-29, 2009 in Taipei, Taiwan. Guided by an expert international faculty, this two-day scientific meeting will provide a detailed overview of the state-of-the-art in management of gastrointestinal cancer, with a spotlight on current trends and controversies and significant developments which may lead to improved results.

The Congress is intended to specifically address the needs of the Asian patient population. Attendees will update their knowledge in the field, confirm their current practices and receive valuable take-home information. New this year, we will review clinical cases to evaluate treatment alternatives, and our multi-disciplinary approach will highlight surgical perspectives.

Poster presentations provide opportunities for researchers to interact with colleagues and share their endeavors with the healthcare community. We invite you to participate this year by submitting an abstract of your work to be considered for presentation.

We are pleased also to be holding this meeting in the lively and cosmopolitan city of Taipei. You are sure to enjoy the friendly, welcoming nature of Taiwan's people and the blending of the traditional and the new in the cultural and architectural splendor of its largest city.

We know you will find the World Congress on Gastrointestinal Cancer: Asian Perspectives to be a valuable, world-class educational event, and we hope to see you there!

Sincerely,

Chairs:

Eric Van Cutsem, MD, PhD

Yoon-Koo Kang, MD, PhD

Local Chair:

Ann-Lii Cheng, MD, PhD



World Congress on Gastrointestinal Cancer: Asian Perspectives

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World Congress on Gastrointestinal Cancer: Asian Perspectives

Past exhibitors

In 2009 the following companies provided educational grants in support of this Congress:

Bronze

Merk Serono
Pfizer

Corporate

sanofi-aventis

Congress and Exhibit Venue

The Westin Taipei

133 Nanking East Road, Section 3
Taipei 104, Taiwan
Tel: +886 2 8770 6565
Fax: +886 2 8770 6555
www.starwood.com

Exhibition Dates and Times

28 August 2009 9:50 – 10:10
12:50 – 13:50
15:35 – 15:35
29 August 2009 10:00 – 10:20
12:25 – 13:00

Move In and Set Up

27 August 2009 24:00

Break Down and Move Out

Breakdown
29 August 2009 13:30
Move Out
29 August 2009 15:30

Exhibition Hall Specifics/Details

Name: Yong Chun
Floor: Basement /level 3
Height of Exhibition Hall: 3.0 meters
Load on Hall floor: concrete floor
Load on Roof Structure: concrete roof with crystal lighting decoration
Freight Elevator Dimensions: door (210cmH x 150cmD x 260 cm diagonal line) / inside the service lift (270 cmH x 210 cmW x 140 cmD)
Power: 110 voltage, each circuit should not exceed 15 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:

Parcel for Event

To : The Westin Taipei
Address : 133 Nanking East Road, Sec 3, Taipei, Taiwan
(Phone : +886-2-8770-6565)
Attention: Dana Chen, Ext: 3031
From :
Name of Event :
Name of Organization :
Date of Event :

*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 including as outlined in your contract. Exhibitor fees do not include congress 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 the Westin Taipei.

Contact at venue to Order items (electricity)

Dana Chen

The Westin Taipei
133 Nanking East Road, Section 3
Taipei 104, Taiwan
Tel.: 886.2.8770.6565
Fax: 886.2.8770.5765
Dana.chen@westin.com

Exhibit Floor Plan

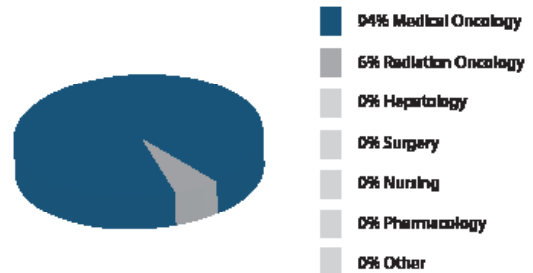
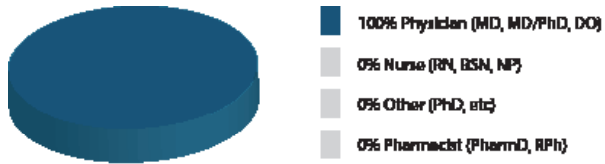
This should be available from the venue website or your contact. You can use a general floor plan without any booths or spaces marked. You can pre-assign slots for your exhibitors or leave it blank.



World Congress on Gastrointestinal Cancer: Asian Perspectives

Attendees from 2008

Total Attendees = 255



Profession Table 2a. Occupation

Specialty	Percentage
Physician (MD, MD/PhD, DO)	100%
Nurse (RN, BSN, NP)	0%
Other (PhD, etc)	0%
Pharmacist (PharmD, RPh)	0%

Table 2c. Primary Specialty of Participants

Specialty	Percentage
Medical Oncology	94%
Radiation Oncology	6%
Hepatology	0%
Surgery	0%
Nursing	0%
Pharmacology	0%
Other	0%

*Totals greater than 100% due to multiple responses

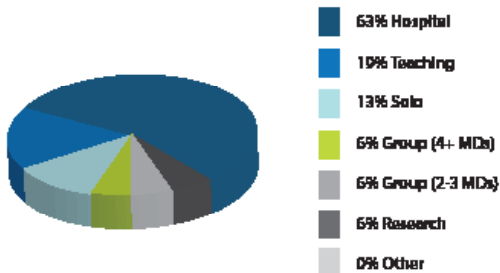


Table 2b. Practice Type

Practice	Percentage
Hospital	63%
Teaching	19%
Solo	13%
Group (4+ MDs)	6%
Group (2-3 MDs)	6%
Research	6%
Other	0%

*Totals greater than 100% due to multiple responses

Logo Request

For use in conference printed materials, please submit a hi-resolution logo to Cori Gunter at c.gunter@imedex.com by June 7, 2009

Vectorized Adobe Illustrator source files (.ai or .eps file extension) are preferred. This 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).



World Congress on Gastrointestinal Cancer: Asian Perspectives

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
to learn more

Exhibitor Information

A104 .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) |



World Congress on Gastrointestinal Cancer: Asian Perspectives

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	A104.01
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 _____



World Congress on Gastrointestinal Cancer: Asian Perspectives

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
to learn more

CONFERENCE REGISTRATION

A104.01

FIRST NAME _____ LAST NAME _____

DEGREE: MD PhD PharmD RN Other Degree _____

SPECIALTY: MEDICAL ONCOLOGY NURSING RADIATION ONCOLOGY SURGERY

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

- \$225.00 Discounted**
If payment received by 12 June 2009
- \$325.00 Full/Onsite**
If payment received after 20 August 2009
- \$275.00 Regular**
If payment received by 20 August 2009
- \$50.00 Nurses/Residents/Students***
**proof of eligibility must accompany registration and will be verified*

PAYMENT METHOD

Credit card transactions will appear under the name Imedex Inc. on your next statement.

American Express MasterCard Visa Check in the amount of \$ _____

Card No. _____ Exp. Date: _____ / _____

Cardholder's Name: _____ Signature: _____

To pre-register and register, payment must be received no later than 20 August 2009.
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 check. Checks should be payable to Imedex. Attendee is not registered until full payment is received.

For registration fees to be refunded, written notice of cancellation must be received at meetings@imedex.com no later than 20 August 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 20 August 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 is subject to change without notice.



World Congress on Gastrointestinal Cancer: Asian Perspectives

Hotel Accommodations



The Westin Taipei

133 Nanking East Road, Section 3
Taipei 104, Taiwan
Tel.: +886 2 8770 6565
Fax: +886 2 8770 6555

The Westin Taipei provides a unique cultural touch and an oasis for rejuvenation in the financial, commercial and entertainment district of Taipei City's Nanking East Road. The hotel is a mere 40 minutes drive from Tao Yuan International Airport and convenient to the MRT.

Ideal for both business and leisure travelers, it is conveniently located near major shopping centers and global corporate enterprises. The hotel is also close to Taipei 101 – the tallest building in the world – and not far from the National Palace Museum with its exquisite collections of ancient treasures, as well as night markets bustling with activity.

For the convenience of attendees, a limited number of rooms have been reserved until 1 August 2009 at a discounted rate of NT\$7,600 single/double occupancy, plus tax, currently at 5% including breakfast for one person. This rate is not guaranteed outside the conference dates or after 1 August 2009

To reserve your room please contact the Westin Taipei reservations department at (886) 2 8770 6565 or visit the hotel's website at www.starwoodhotels.com. To receive the group rate, callers must identify themselves as being with the World Congress on Gastrointestinal Cancer: Asian Perspectives group. Reservation requests received after 1 August 2009 may not be guaranteed the group rate.



World Congress on Gastrointestinal Cancer: Asian Perspectives

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 Breast 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 *World Congress on Gastrointestinal Cancer: Asian Perspective*
- Contests, lotteries, raffles, or games of chance
- Games or group activities of any kind

Admission to the Exhibition

Participants fully registered for the congress 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 *World Congress on Gastrointestinal Cancer: Asian Perspective* 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 booth Area

All exhibit 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.

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 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 29 August 2009.



World Congress on Gastrointestinal Cancer: Asian Perspectives

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 World Congress on Gastrointestinal Cancer: Asian Perspective. 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 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 *World Congress on Gastrointestinal Cancer: Asian Perspective*. 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 *World Congress on Gastrointestinal Cancer: Asian Perspective*, and Imedex on distributed material or other items are subject to expressed written approval from Imedex.

Non-Smoking Event

The *World Congress on Gastrointestinal Cancer: Asian Perspective* is a non-smoking event.

Storage

If you require storage during the exhibition, please contact The Westin Taipei. An additional charge may apply.

Dismantling

The exhibitor must vacate the exhibition space on 29 August 2009 at 5:00 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.



World Congress on Gastrointestinal Cancer: Asian Perspectives

Exhibition Regulations *cont...*

Venue Rules and Regulations

Damage

Safety Agreement must be signed and agreed upon prior the commencing of any work to be carried out within the Hotel's premises. The Hotel has every right to refuse entry to any contractors engaged by the Company, should the Safety Agreement is not approved and return to the Hotel in time for the work to be carried out. Should there be any damage to our Hotel property during the contracted period by the Company or by contractors engaged by the Company, we will charge the Company for any repair costs.

Conditions of Storage

- All parcels sent to hotel for event must be attached the "parcel for event" form indicating function name and date.
- Articles are kept in the storage at the owner's risk and the Hotel shall not be responsible for valuables or money left in the storage.
- If the articles are not claimed within 3 days after the last day of organized event, the Hotel shall be entitled to dispose the articles in any way it deems fit without any liability whatsoever.
- The Hotel shall be indemnified by the owner of the articles, for any loss or damage suffered by the Hotel or to any third party, howsoever caused by or in connection with the articles.

Sound Effect

- The Hotel must be notified at least 14 working days prior to the actual event date for use of any professional sound and audio equipment. The Hotel reserved the right to refuse or prohibit the use of the sound equipment anticipated to cause noise disturbance to other functions during rehearsal or on the actual day of the event.
- All functions held at The Westin Taipei are prohibited from making noise higher than 75db. If noise over 75db is detected after the first warning, a penalty of NTD\$50,000 per noise source shall be charged on the bill or deducted directly from deposit. The regulation shall have their power turned off.

Loss

The liability of the Hotel arising out of any act carried out pursuant to this agreement whether in contract or otherwise shall not in any case exceed the original fee paid to the Hotel for the services pursuant to this agreement.



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: Dana Chen

The Westin Taipei
133 Nanking East Road, Sec 3, Taipei, Taiwan
(Phone : +886-2-8770-6565)

From : _____

Name of Event : _____

Name of Organization : _____

Date of Event : _____

BOX _____ **OF** _____



ATTN: Dana Chen

The Westin Taipei
133 Nanking East Road, Sec 3, Taipei, Taiwan
(Phone : +886-2-8770-6565)

From : _____

Name of Event : _____

Name of Organization : _____

Date of Event : _____

BOX _____ **OF** _____





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From : _____

Name of Event : _____

Name of Organization : _____

Date of Event : _____

BOX _____ **OF** _____

