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HIGHLIGHTS FROM THE 51ST ANNUAL HEMATOLOGY MEETING
HEMATOLOGY 2010
 Advances in Science, Emerging Data, and Novel Therapeutics

January 16, 2010
 New York, New York

January 23, 2010
 Chicago, Illinois

January 30, 2010
 New York, New York

January 30, 2010
 San Francisco, California

Praise from YOUR colleagues:

"Very well organized – I will plan to attend another one"

"Thanks to all the speakers – all presentations were excellent"

"Practice-oriented; fun, enjoyable case studies"

"Great information – short, sweet, and to the point"

"Hard to improve... outstanding conference!"

REGISTRANT INFORMATION

A 163.01

DEGREE: MD PHD PharmD RN Other _____
 SPECIALTY: Hematology Medical Oncology Nursing Radiation Oncology
 Surgery Other _____

FIRST NAME _____ MI _____ LAST NAME _____
 EMAIL ADDRESS _____ TELEPHONE _____ FAX _____
 INSTITUTE _____ DEPARTMENT _____
 ADDRESS _____
 CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____ COUNTRY _____

CONFERENCE DATES

January 16, 2010
 New York, NY

January 23, 2010
 Chicago, IL

January 30, 2010
 San Francisco, CA

January 30, 2010
 New York, NY

REGISTRATION FEES

Physicians **0 \$99.00**

Nurses/Fellows* **0 \$45.00**
**Proof of eligibility must accompany registration; cannot be combined with any other discounts*

Pharmaceutical Industry **0 \$175.00**

PAYMENT METHOD

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

CARDHOLDER'S NAME _____

SIGNATURE _____

CARD NUMBER _____

EXP. DATE _____

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

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For registration fees to be refunded, written notice of cancellation must be received at meetings@imedex.com no later than 5 business days before the meeting. The amount of registration fees remitted, minus a \$25 administrative charge, will be refunded after the conference. Substitutions are accepted with written notification. No refunds will be made if notice is received later than 5 business days before the meeting.

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HEMATOLOGY 2010
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Organized for **NOCR**
The Oncology Professional's Network

January 16, 2010

New York, New York
The Westin New York at Times Square

January 23, 2010

Chicago, Illinois
Omni Chicago Hotel

January 30, 2010

New York, New York
The Westin New York at Times Square

January 30, 2010

San Francisco, California
The Westin San Francisco Market Street

1st Announcement





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CONTINUING MEDICAL EDUCATION



Imedex, LLC is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Imedex, LLC designates this educational activity for a maximum of 6.0 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

WHO SHOULD ATTEND

This educational activity is specifically designed for hematologists/oncologists, internists, nurses, pharmacists, and other healthcare professionals with an interest and/or involvement in hematologic malignancies.

OBJECTIVES

After successful completion of this course, participants should be able to:

- Discuss the most clinically relevant data presented at the 51st Annual Hematology Meeting
- Analyze emerging data on multiple hematologic malignancies and benign abnormalities in order to improve patient outcomes
- Explain the limitations and benefits of new and emerging therapies for the treatment of patients with benign and malignant hematologic conditions
- Incorporate emerging data into the clinical management of patients with benign and malignant hematologic conditions
- Discuss ways in which current clinical practice should be modified based on the latest advances in hematology

FACULTY

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CORPORATE SUPPORT

The following companies have provided an educational grant in support of this series:

SILVER

**Genentech BioOncology
& Biogen Idec**

BRONZE



**Millennium
Pharmaceuticals, Inc**

NOVARTIS

CORPORATE

Allos
THERAPEUTICS, INC.

Several options are available to companies interested in supporting this series. For more information, please contact Imedex at +1 (770) 751 7332, or by email at cme@imedex.com.

SERIES ORGANIZER



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HOTEL ACCOMMODATIONS

January 16, 2010 – New York, New York

The Westin New York at Times Square
270 West 43rd Street
New York, New York 10036
Tel.: +1 (212) 201 2700
Website: www.westinny.com
Rate: \$199.00 + 14.75% tax + \$3.50 per room
Hotel registration deadline: December 25, 2009

January 23, 2010 – Chicago, Illinois

Omni Chicago Hotel
676 North Michigan Avenue
Chicago, Illinois 60611
Tel.: +1 (312) 944 6664
Website: www.omnihotels.com/FindAHotel/Chicago.aspx
Rate: \$159.00 + 15.4% tax
Hotel registration deadline: January 1, 2010

January 30, 2010 – New York, New York

The Westin New York at Times Square
270 West 43rd Street
New York, New York 10036
Tel.: +1 (212) 201 2700
Website: www.westinny.com
Rate: \$199.00 + 14.75% tax + \$3.50 per room
Hotel registration deadline: January 8, 2010

January 30, 2010 – San Francisco, California

The Westin San Francisco Market Street
50 Third Street
San Francisco, California 94103
Tel.: +1 (415) 974 6400
Website: www.westinsf.com
Rate: \$129.00 + 15.565% tax
Hotel registration deadline: January 13, 2010

For the convenience of attendees, a limited number of rooms have been reserved at the conference hotel along with a discounted rate as noted above. The discounted rate is only available until the hotel deadline dates noted above. This rate is not guaranteed outside the conference dates or after the hotel deadline dates.

To reserve your room please contact the hotel reservations department at the phone number above or visit the hotel's website. To receive the group rate, callers must identify themselves as being with the Hematology 2010 group. Reservation requests received after the hotel deadline dates as noted above may not be guaranteed the group rate.

TOPICS

Faculty members will be discussing the most clinically significant abstracts presented at the 2009 51st Annual Hematology Meeting, as determined by Imedex's curriculum planning committee, which is composed of staff members as well as outside faculty. At the beginning of each session, a clinical case based on the upcoming abstracts will be presented and the participants will be asked to select their treatment choice using an audience response system. The aggregate results will then be displayed so that the participants will be able to see how their peers answered. At the end of each session, participants will have the opportunity to query the faculty members regarding the abstracts they just reviewed and to ask them questions regarding their treatment choices for the case study.

Multiple Myeloma Abstracts

Presentation and clinical applications of emerging trends in the management of newly diagnosed patients, options for relapsed/refractory multiple myeloma, and new potential therapeutic targets for patients with multiple myeloma.

Chronic Lymphocytic Leukemia Abstracts

Presentation of treatment-changing, clinically relevant abstracts related to patients with symptomatic CLL, including data from clinical trials in front line therapy and treatment options for relapsed/refractory CLL.

Myelodysplastic Syndromes Abstracts

Presentation of new data regarding prognostic scoring system, novel treatment schedules, and new emerging agents for management of low, intermediate, and high risk MDS patients.

Chronic Myelogenous Leukemia Abstracts

A review of updates of major clinical trials in newly diagnosed as well as relapsed/refractory CML patients. Data regarding emerging therapies for TKI refractory CML as well as agents for TKI resistant bcr-abl mutations will be covered.

Myeloproliferative Neoplasm Abstracts

Faculty will discuss changes in the classification of myeloproliferative neoplasms as well as advances in molecular targeting, JAK2 inhibitors, and other novel agents in clinical trials.

Lymphomas Abstracts

Faculty will discuss the standard of care for frontline therapy for DLBCL, management options for relapsed DLBCL, data regarding genomic and molecular risk stratification for DLBCL, therapeutic options for early and advanced stage FL, the role of radioimmunotherapy in FL, the role of transplantation in FL, novel emerging agents and therapeutic regimens for FL, clinical trials in mantle cell lymphoma as well as emerging therapeutic strategies for MCL and novel agents and strategies for peripheral and cutaneous T-cell lymphoma.

Acute Leukemia Abstracts

Faculty will discuss advances in induction therapy for both young and elderly AML patients, risk stratification by genomic and molecular analysis, and advances in the management for Ph1-positive ALL.

*** Please visit www.imedex.com for the most up-to-date agenda and to register.**

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REGISTRATION FEES

Physicians	\$ 99.00
Nurses/Residents/Students*	\$ 45.00
<i>*proof of eligibility must accompany registration</i>	
Pharmaceutical Industry	\$175.00

REGISTRATION PROCEDURES

To Register: You may register online up to 5 business days before the meeting at www.imedex.com, by calling Imedex at +1 (678) 242 0906, or by returning the registration form in this program by mail or fax. If you mail the form, please keep a copy for your records. Registration confirmations will be issued before the meeting.

Payment: To pre-register, registration and payment must be received no later than 5 business days before the meeting. 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.

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 agenda.

Cancellation: For registration fees to be refunded, written notice of cancellation must be received at meetings@imedex.com no later than 5 business days before the meeting. The amount of registration fees remitted, minus a \$25 administrative charge, will be refunded after the conference. Substitutions are accepted with written notification. No refunds will be made if notice is received after 5 business days before the meeting.


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AUDIENCE PARTICIPATION A HANDS-ON EXPERIENCE

During the scientific sessions, speakers and the audience can exchange information through a "hands-on" computerized speaker-audience interaction system. With this state-of-the-art equipment, participants answer multiple choice questions, and within seconds, the answers are calculated and projected on a screen in tabular or graphic form for all to see. This system maximizes the ability for attendees from diverse disciplines to see differing opinions and compare consensus between the speakers and each other.

4 EASY WAYS TO REGISTER


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