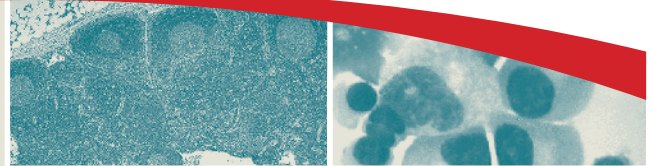


Lymphoma & Myeloma 2010

An International Congress on Hematologic Malignancies

A comprehensive forum
presenting the most
recent developments in
lymphocytic and plasma
cell neoplasms



October 21-23, 2010 | New York, New York
The Waldorf=Astoria

Program Chairs

Chair

Morton Coleman, MD

Center for Lymphoma and Myeloma
Weill Cornell Medical College
The New York Presbyterian Hospital
New York, New York

Co-Chair, Lymphoma Session

John P. Leonard, MD

Center for Lymphoma and Myeloma
Weill Cornell Medical College
The New York Presbyterian Hospital
New York, New York

Co-Chair, Myeloma Session

Ruben Niesvizky, MD

Center for Lymphoma and Myeloma
Weill Cornell Medical College
The New York Presbyterian Hospital
New York, New York

Co-Chair, Leukemia Session

Richard R. Furman, MD

Center for Lymphoma and Myeloma
Weill Cornell Medical College
The New York Presbyterian Hospital
New York, New York



EXHIBITOR MANUAL EXHIBITOR MANUAL EXHIBITOR MANUAL EXHIBITOR MANUAL EXHIBITOR MANUAL

EDUCATION IS THE BEST MEDICINE®

Welcome Letter from the Chairs

Dear Colleague,

It is our pleasure to invite you to join us at Lymphoma & Myeloma 2010: An International Congress on Hematologic Malignancies. This fall's Congress, October 21-23, 2010 will once again be held at the beautiful and historic Waldorf=Astoria in New York, New York.

Since its inception in 2000, this congress has grown to nearly 1,000 attendees and has become the premier forum on the latest advances in lymphoma, myeloma and related disorders. Using a dynamic approach that features clinical controversies, exciting debates, and intriguing lectures involving examinations of current treatment regimens, attendees will receive a thorough understanding behind the evolution of thought and therapy of lymphoma and myeloma.

Guided by over 30 faculty experts in the fields of molecular biology, pathology, immunology, and translational and clinical research, this congress will provide a stimulating and interactive forum for attendees from all relevant medical specialties who are interested in the developments that lead to improved patient care.

Additionally, attendees will have the added benefit of visiting the cultural melting pot that is New York City during one of the most beautiful times of year. This congress will be the perfect chance for you to get away and enjoy a weekend of educational activities in the capital city of the world!

We cordially welcome you to our fair city and promise to reward you with an exciting and informative congress that promises to be our most stimulating yet!

Sincerely,
Morton Coleman, MD, Chair
John P. Leonard, MD, Co-Chair, Lymphoma Session
Ruben Niesvizky, MD, Co-Chair, Myeloma Session
Richard R. Furman, MD, Co-Chair, Leukemia Session

History of the meeting

This three-day educational activity is specifically designed for hematologists, oncologists and internists and other physicians, physician-in-training and other healthcare professionals (nurses, pharmacists) involved and/or interested in lymphoma, myeloma and related plasma cell disorders and their management.

The meeting is chaired by Morton Coleman, MD from the Center for Lymphoma and Myeloma of the Weill Cornell Medical College, New York Presbyterian Hospital. John P. Leonard, MD, co-chaired the Lymphoma Session, while Ruben Niesvizky, MD, co-chaired the Myeloma Session and Richard R. Furman, MD co-chaired the Leukemia Session, all from the same institution as Dr. Coleman. Last year 40 faculty experts delivered the plenary lectures that comprised the scientific program.

Over 900 people participated in this congress in 2009, with over half of the attendees coming from the United States (52%). International attendees (48%) were represented from 38 countries.

Imedex Contact Information

Cori Gunter
4325 Alexander Drive
Alpharetta, Georgia
30022-3740, USA
Direct: + 1 (678) 242 0712
Cell: + 1 (404) 200 8991
Fax: +1 (770) 751 7334
c.gunter@imedex.com

Lymphoma & Myeloma 2010

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on Hematologic Malignancies

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Lymphoma & Myeloma 2010

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Exhibition Information

Conference and Exhibit Venue

The Waldorf=Astoria
301 Park Avenue
New York, New York 10022
Tel: +1 (800) 925 3673
Fax: +1 (212) 872 7272
www.waldorf.com

Exhibition Dates and Times

Thursday, October 21, 2010.....7:30 am – 3:30 pm
Friday, October 22, 2010.....7:30 am – 3:30 pm
Saturday, October 23, 20107:30 am – 2:15 pm

Note: All exhibitors are required to breakdown and store their exhibits each day. Additional handling charges will apply.

Move In and Set Up

Thursday, October 21, 2010.....6:30 am – 7:30 am
Friday, October 22, 2010.....6:30 am – 7:30 am
Saturday, October 23 2010.....6:30 am – 7:30 am

Note: Please save your boxes to re-pack your items each day for storage. Your boxes need to be labeled properly. Please bring your own tape and scissors. The bellman will move your boxes to and from storage each day. Additional handling charges will apply.

Break Down and Move Out

Thursday, October 21, 2010.....3:30 pm – 4:30 pm
Friday, October 22, 2010.....3:30 pm – 4:30 pm
Saturday, October 23, 20102:15 pm – 4:30 pm

Note: Please save your boxes to re-pack your items each day for storage. Your boxes need to be labeled properly. Please bring your own tape and scissors. The bellman will move your boxes to and from storage each day. Additional handling charges will apply.

Exhibition Hall Specifics/Details

Name: Basildon and Jade Rooms
Floor: Third Floor

Exhibitor Fee Inclusions

Exhibitor fees include exhibit space including a 6 foot draped table and 2 chairs, admittance to the exhibition hall and complimentary exhibit hall registrations 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 Waldorf=Astoria.

Craig Bertz, Sr. Event Manager

The Waldorf=Astoria
301 Park Avenue
New York, New York 10022
Phone: (212) 872 1272
Fax: (212) 872 4528
Email: Craig.Bertz@hilton.com

Shipping Information

The loading dock is located on 50th Street between Park & Lexington Avenues. The hours of operation are from 8:00 am – 2:00 pm and after 5:00 pm. daily. There is no delivery or load-in/load out between the hours of 2:00 pm and 5:00 pm. The loading dock is also open on weekends; please coordinate with your event manager. The loading dock does not permit tractors or trailers to unload & does not have hydraulic equipment. Please contact your Meetings & Conventions Manager, Craig Bertz for more information.

Please have EACH BOX marked with the following information and sent to the following address no sooner than Wednesday, October 20, 2010:

THE WALDORF=ASTORIA
120 East 50th Street (between Park Avenue & Lexington Avenue)
New York, NY 10022
Attn: Craig Bertz, Sr. Event Manager
Hold for: On Site Contact/Company Name
Lymphoma/Myeloma 2010, October 21-23, 2010

Labels have been provided for your convenience.

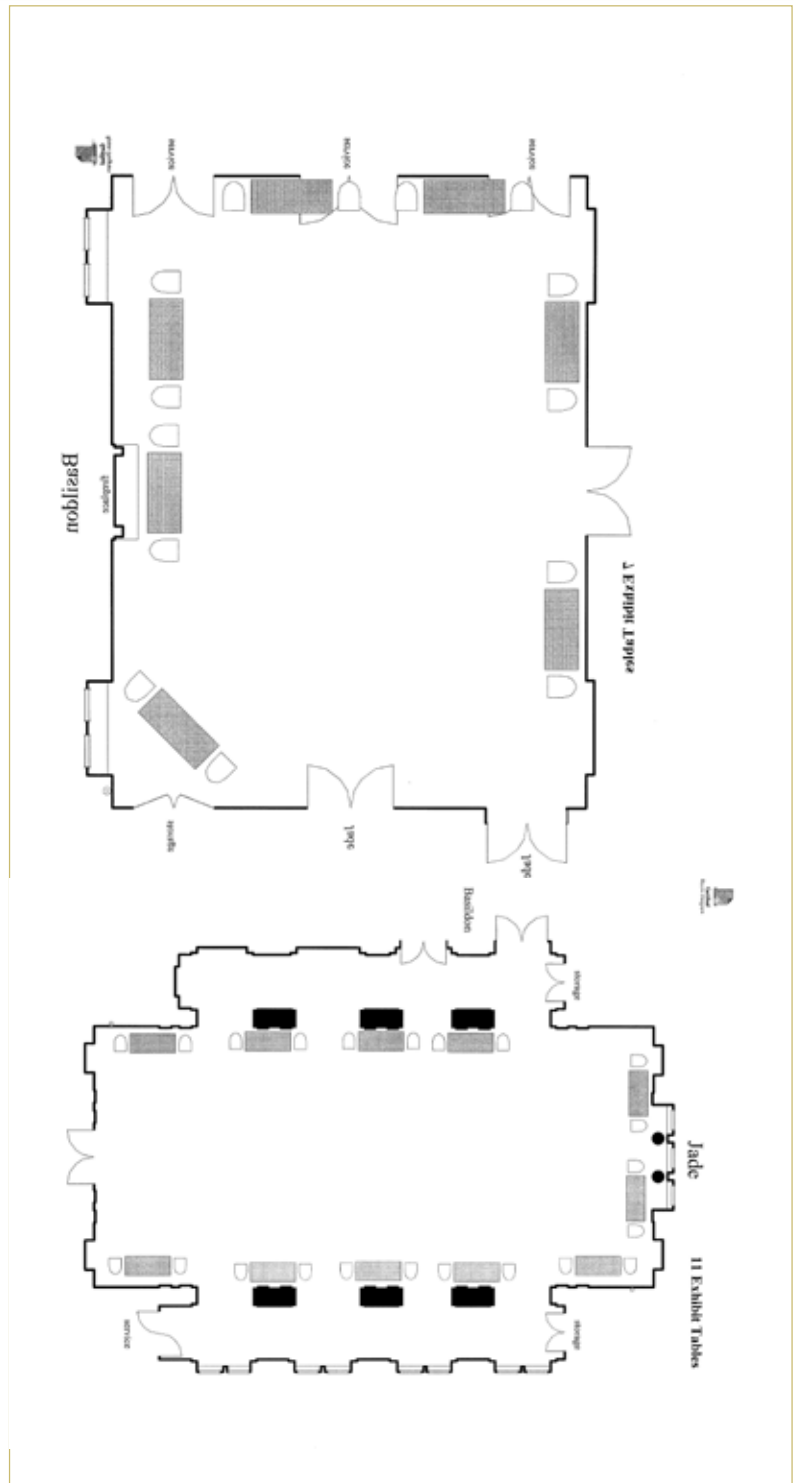
*Please note that each exhibitor will be responsible for all associated shipping and handling fees duties and taxes, and drayage fees for their shipments. Imedex will not assume any fees for exhibitors.

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Exhibit Floor Plan

Tabletop assignments will be made internally by Imedex. Once all contracts have been confirmed and a floor plan has been finalized, this will be sent to you for your review. We understand that the layout of this exhibition area is very unique and we will take careful consideration when making assignments for this year's congress. If you have any concerns regarding competing companies you would prefer not to be placed next to, please feel free to email Cori Gunter at c.gunter@imedex.com.



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Attendees from 2009

Total Attendees 764

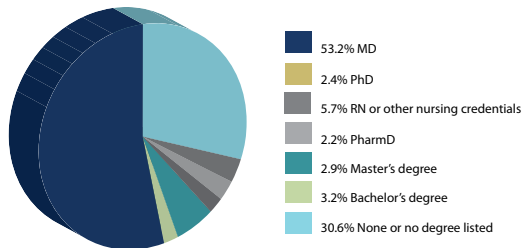


Table 1: Profession

Degree	#	%
MD (includes MD, DO and Dr. plus these with any other degrees)	495	53.2%
PhD	22	2.4%
RN or other nursing credentials	53	5.7%
PharmD	20	2.2%
Master's degree	25	2.9%
Bachelor's degree	30	3.2%
None or no degree listed	285	30.6%

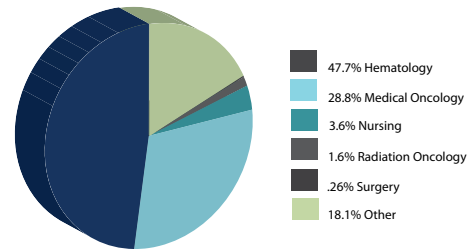


Table 2: Specialty

Specialty	#	%
Hematology	184	47.7%
Medical Oncology	111	28.8%
Nursing	14	3.6%
Radiation Oncology	6	1.6%
Surgery	1	.26%
Other	70	18.1%

Exhibitors in 200

- Allos Therapeutics, Inc
- Celgene
- CTI
- Genetech BioOncology and Biogen Idec
- Genzyme
- Gloucester Pharmaceuticals
- GlaxoSmithKline
- The Leukemia & Lymphoma Society
- Lippincott, Williams & Wilkins
- Millennium Pharmaceuticals, Inc
- Merck
- Novartis
- Proteolix
- The Binding Site
- Vidacare

Logo Request

For use in Lymphoma & Myeloma 2010 congress printed materials, please submit a hi-resolution logo to Cori Gunter at c.gunter@imedex.com by August 23, 2010.

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).

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EXHIBITOR INFORMATION

A180.01

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) |

Please complete this form and fax it to Cori Gunter at (770) 751 7334 by September 28, 2010.

Lymphoma & Myeloma 2010

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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		A180.01
1		
First Name _____	Last Name _____	
City/State _____	Country _____	
2		
First Name _____	Last Name _____	
City/State _____	Country _____	

Lymphoma & Myeloma 2010

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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

A180.01

FIRST NAME _____ LAST NAME _____

DEGREE: MD PhD PharmD RN Other Degree _____

SPECIALTY: Hematology Medical Oncology Pathology Radiation Oncology Surgery
 Nursing Transplant Oncology Pharmacist 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

Discounted

- \$395 Physicians
- \$295 Pharmacists*
(If payment received by August 19, 2010)

Regular

- \$495 Physicians
- \$345 Pharmacists*
(If payment received by October 14, 2010)

Full Registration/Onsite

- \$595 Physicians
- \$395 Pharmacists*
(To register after October 14, 2010)

\$99 Nurses/Residents/Students*

*proof of eligibility must accompany registration
*cannot be combined with any other discounts

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: _____

NOTE: After October 7, 2010 only credit card payments will be accepted for pre-registration.

To pre-register, registration and payment must be received no later than October 14, 2010. 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 meeting 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 14, 2010. The amount of registration fees remitted, minus a \$75 administrative charge, will be refunded after the congress. Substitutions are accepted with written notification. No refunds will be made after October 14, 2010

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

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Hotel Accommodations



The Waldorf=Astoria

301 Park Avenue
New York, New York 10022
Tel: +1 (212) 355 3000
Fax: +1 (212) 872 7272
Reservation: (877) 476 8792

For the convenience of attendees, a limited number of rooms have been reserved until September 24, 2010 at a discounted rate of \$409.00 single/double occupancy, plus tax, currently at 14.25% and a \$3.50 per night occupancy tax. This rate is not guaranteed outside the Congress dates or after September 24, 2010.

To reserve your room please contact The Waldorf=Astoria reservations department at (877) 476 8792 or visit the hotel's website at www.waldorf.com. To receive the group rate, callers must identify themselves as being with the Lymphoma & Myeloma 2010 group. Internet users must enter the Group/Convention Code: LYM. Reservation requests received after September 24, 2010 may not be guaranteed the group rate.

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 Lymphoma & Myeloma 2010
- 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 Lymphoma & Myeloma 2010 abstracts
- 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 Lymphoma & Myeloma 2010 and is subject to approval by Imedex.

Exhibitor Registration

All exhibitors and their staff must be registered and display an official congress badge during all times of the Congress, 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 assigned space. 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 Congress 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 exhibit space. Promotion or display of promotional material and any other related activity is not allowed outside the assigned space.

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 each day.

Note: All exhibitors are required to breakdown and store their exhibits each day. Additional handling charges will apply.

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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 Lymphoma & Myeloma 2010. 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 Congress, except for limited activities occurring within the individual exhibitor's assigned space. 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 space 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 Lymphoma & Myeloma 2010. 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 congress 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 Lymphoma & Myeloma 2010, and Imedex on distributed material or other items are subject to expressed written approval from Imedex.

Non-Smoking Event

Lymphoma & Myeloma 2010 is a non-smoking event.

Storage and Delivery Charges

The package room hours of operation are Monday-Friday from 6:30 am – 8:00 pm and Saturday-Sunday from 8:00 am – 8:00 pm. During the hours of operation you can contact the Package Room directly at (212) 872 4697. In the event that there is no response as the attendant may be involved in a delivery, please contact the bell captain at (212) 872 4695. Please allow ample notice (minimum 24 hours) for large shipments/movements. All deliveries are \$2.50 per item/ per move, please see price list below. Prices may vary for extremely large or odd shaped boxes. Due to limited storage, **The Waldorf=Astoria asks that you do not ship items for receipt sooner than 1 day prior to your function.**

For small exhibits, when a drayage company is not being used, standard boxes or packages to and from the exhibit area will be delivered by the hotel bell staff for a charge of \$2.50 per item/per move. Larger items may be at a higher rate.

Please use the Credit Card Payment Authorization Form if you are going to have boxes delivered to at the Waldorf=Astoria to cover any charges in regards to moving these boxes to the exhibit area. The hotel won't be able to move any items before completion of this form.

- Storage Fee Charge: \$2.50 for all incoming boxes
- Delivery/Per Movement Charge \$2.50 per standard box. The charge for a large box/trunk movement will be assessed on size & weight.
- The charges for Supplies are as follows:
 - o Boxes:
 - Small 12 X 12 X 12 \$5.00
 - Medium 14 X 14 X 14 \$6.00
 - Large 16 X 16 X 16 \$7.00
 - o Box Cutter \$5.00
 - o Roll of Packing Tape \$5.00
 - o Bubble Wrap \$1.00 per foot
- Shipping charges are as follows per box:
 - o 1-50 lbs. \$10.00
 - o 51-100 lbs. \$25.00

Dismantling

If you require storage during the exhibition, please contact The Waldorf=Astoria. An additional charge will apply. All exhibitors will be required to breakdown and store their exhibits nightly. Porters will be available to take your exhibit to storage. Storage and portage charges are the responsibility of the exhibitor.

Daily Dismantling Times

Thursday, October 21, 2010..... 3:30 pm – 4:30 pm
Friday, October 22, 2010..... 4:30 pm – 4:30 pm
Saturday, October 23, 2010 2:15 pm – 4:30 pm

The exhibitor must vacate the exhibition space on Saturday, October 23, 2010 by 4:30 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.

Venue Rules and Regulations

For more information on The Waldorf=Astoria and the rules for exhibitors please see www.waldorf.com for the Meeting and Resource Guide.

Please be sure to notify your representatives that will be onsite that they will be required to breakdown the exhibit nightly. We do not have 24 hour hold on these rooms each night. This has not always been communicated thoroughly in the past years and has caused a bit of confusion onsite. Your help with passing along this information to your representatives is greatly appreciated. If you have any questions, please contact Cori Gunter at c.gunter@imedex.com or +1 (678) 242 0712.

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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: Craig Bertz, Sr. Event Manager

HOLD FOR: _____
On Site Contact/Company Name

Lymphoma & Myeloma 2010: An International Congress on Hematologic Malignancies

The Waldorf=Astoria
120 East 50th Street (between Park Avenue & Lexington Avenue)
New York, NY 10022

BOX _____ **OF** _____



ATTN: Craig Bertz, Sr. Event Manager

HOLD FOR: _____
On Site Contact/Company Name

Lymphoma & Myeloma 2010: An International Congress on Hematologic Malignancies

The Waldorf=Astoria
120 East 50th Street (between Park Avenue & Lexington Avenue)
New York, NY 10022

BOX _____ **OF** _____

