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Letter from the Chair

Dear Colleague,

Please join me in New York City this November for the 15th Annual Perspectives in Thoracic Oncology!

15 Years of Exceptional Educational Value
Perspectives in Thoracic Oncology has become the premier source for updates in thoracic oncology; we readily recognize the burgeoning need among thoracic oncology clinicians and researchers for the latest information on the complex biology and treatment of lung cancer. This conference provides a forum to update your knowledge in the field, confirm your current practice, and receive valuable take-home information on exciting new screening and staging modalities, management approaches, and emerging treatment options.

Significant Impact on Clinical Practice
Nearly 200 physicians, nurses, and other healthcare professionals attend Perspectives in Thoracic Oncology annually. Past participants value the scope and depth of the information on disease biology, management, research presented, and the newest updates in the field.

Distinguished Faculty and Networking Opportunities
In this educational setting, you will have valuable opportunities to interact with your colleagues and learn from renowned faculty, key thought leaders in thoracic oncology, as well as network with the diverse mix of oncologists, surgeons, and pulmonologists who attend.

This fall’s conference, to be held November 19-20, 2010, at the New York Marriott Downtown, promises to be our most exciting meeting yet. I hope to see you there!

Sincerely,
Corey J. Langer, MD, FACP
Chair
Exhibition Information

Conference and Exhibit Venue
New York Marriott Downtown
85 West Street at Albany
New York, New York 10006
Tel.: +1 (212) 385 4900
Fax: +1 (212) 227 8136
www.nymarriottdowntown.com

Exhibition Dates and Times

Friday, November 19, 2010 7:00 am – 5:00 pm
Saturday, November 20, 2010 7:00 am – 4:20 pm

NOTE: Because the exhibition is located in the foyer, an area that is not secure overnight, anything of value must be removed for the evening. Materials can be stored in the General session room over night if you chose to not take with you. Neither Imedex nor the New York Marriott Downtown will be liable for materials left in the foyer area unattended overnight.

Shipping Information

It is recommended that all exhibitors use the shipping labels provided in the back of this manual.

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

- Exhibition Company Name
- 15th Annual Perspectives in Thoracic Oncology
- Katie Steigerwalt, Senior Event Manager
- Onsite Exhibition Contact Name

New York Marriott Downtown
85 West Street at Albany
New York, New York 10006

*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.

Exhibitor Fee Inclusions

Exhibitor fees include exhibit space as outlined in your contract, 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 your require for your exhibition (electricity) can be ordered through the New York Marriott Downtown.

Katie Steigerwalt
85 West Street at Albany, New York, New York 10006
Tel.: 212 266 6138 Fax: 212 385 9174
katie.steigerwalt@marriott.com

Move In and Set Up

Friday, November 19, 2010 6:00 am – 7:00 am
Saturday November 20, 2010 6:00 am – 7:00 am

Break Down and Move Out

Friday, November 19, 2010 5:00 pm – 5:30 pm
Saturday, November 20, 2010 4:20 pm – 5:50 pm

Exhibition Hall Specifics/Details

Grand Ballroom Foyer, 3rd Floor
Exhibitor Information

Please complete this form and fax to Cori Gunter at (770) 751 7334 by October 5, 2010

### Information on the Booth Activities

Please select the category that best reflects your exhibit

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

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Imedex Contact Information

**Cori Gunter**
4325 Alexander Drive
Alpharetta, GA 30022
Tel.: +1 (678) 242 0712
Fax: +1 (770) 751 7334
Mobile: +1 (404) 200 8991
c.gunter@imedex.com

Logo Request

For use in conference printed materials, please submit a hi-resolution print quality logo to Cori Gunter at c.gunter@imedex.com by November 15, 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 *.pdf, *.jpeg, or *.tif format that is at least 360 dpi (dots per inch).
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 (770) 751 7334. For any additional registrations, please fill out the conference registration form or register online.

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Attendees from 2009
Total: 172

Profession
- 72.6% Physician (MD, MD/PhD, DO)
- 21% Nurse (RN, BSN, NP)
- 4.8% Physician Assistant
- 1.6% Pharmacist
- 48.4% Medical Oncology
- 17.7% Radiation Oncology
- 11.3% Other

Specialty
- 48.4% Medical Oncology
- 17.7% Radiation Oncology
- 11.3% Nursing
- 11.3% Other
- 9.7% Surgical Oncology
- 4.80% Pathology
Hotel Accommodations

New York Marriott Downtown
85 West Street at Albany
New York, New York 10006
Tel.: +1 (212) 385 4900
Fax: +1 (212) 227 8136
www.nymarriottdowntown.com

For the convenience of attendees, a room block with a limited number of rooms has been reserved at the discounted group rate of $219 single/double occupancy, plus tax, currently at 14.75% plus a $3.50 occupancy tax. This limited number of discounted rooms will be available until October 29, 2010. This discounted rate is not guaranteed outside the conference dates. Reservations received after October 29, 2010 or after the room block has been filled (whichever comes first) are subject to availability and prevailing hotel rates.

To reserve your room please contact the New York Marriott Downtown reservations department at +1 (212) 385 4900 or visit the hotel’s website at www.nymarriottdowntown.com. To receive the group rate, callers must identify themselves as being with the Imedex/15th Annual Perspectives in Thoracic Oncology group. Reservation requests received after October 29, 2010 may not be guaranteed the group rate.

Four 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

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In addition, the material presented and related discussions are not intended to be medical advice, and the presentation or discussion of such material is not intended to create and does not establish a physician-patient relationship. Medical advice of any nature should be sought from an individual’s own physician.

Neither Imedex nor any of its subsidiaries or affiliates is affiliated with or formally endorsed by a medical society.

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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 15th Annual Perspectives in Thoracic Oncology 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 15th Annual Perspectives in Thoracic Oncology 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 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.

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 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 on Saturday, November 20, 2010.

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 15th Annual Perspectives in Thoracic Oncology. 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 tapping**
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 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 15th Annual Perspectives in Thoracic Oncology. No programmatic activities or scientific/educational activities may take place during exhibit/support 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 15th Annual Perspectives in Thoracic Oncology, and Imedex on distributed material or other items are subject to expressed written approval from Imedex.

**Non-Smoking Event**
The 15th Annual Perspectives in Thoracic Oncology is a non-smoking event.

**Storage**
If you require storage during the exhibition, please contact the New York Marriott Downtown. An additional charge may apply.

**Dismantling**
The exhibitor must vacate the exhibition space on Saturday, November 20, 2010 at 5:50 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.
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.

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Onsite Contact: _______________________________

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