



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

Organized for **NOCR**
The Oncology Professionals Network

January 16, 2010
New York, New York
The Westin New York at Times Square

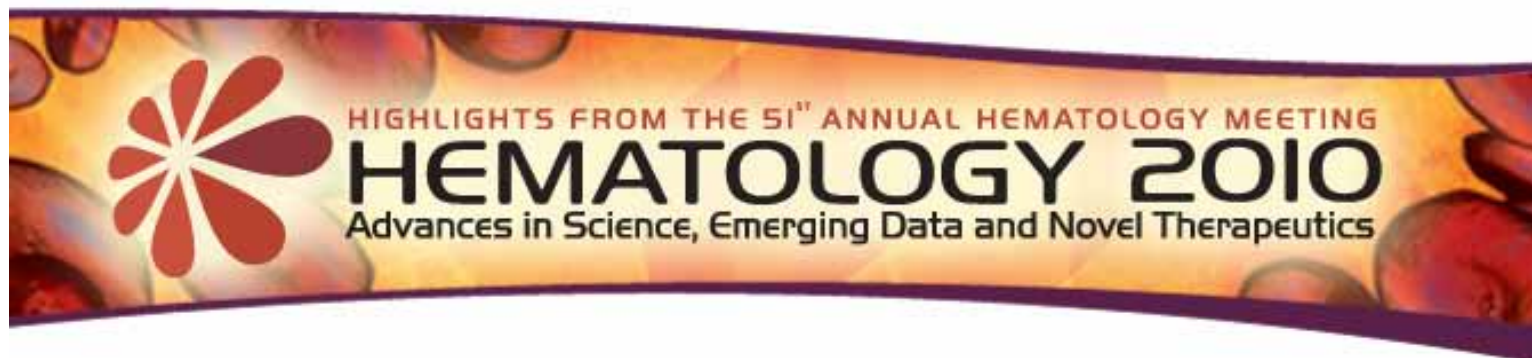
January 23, 2010
Chicago, Illinois
Omni Chicago Hotel

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



EXHIBITOR MANUAL EXHIBITOR MANUAL EXHIBITOR MANUAL EXHIBITOR MANUAL EXHIBITOR MANUAL



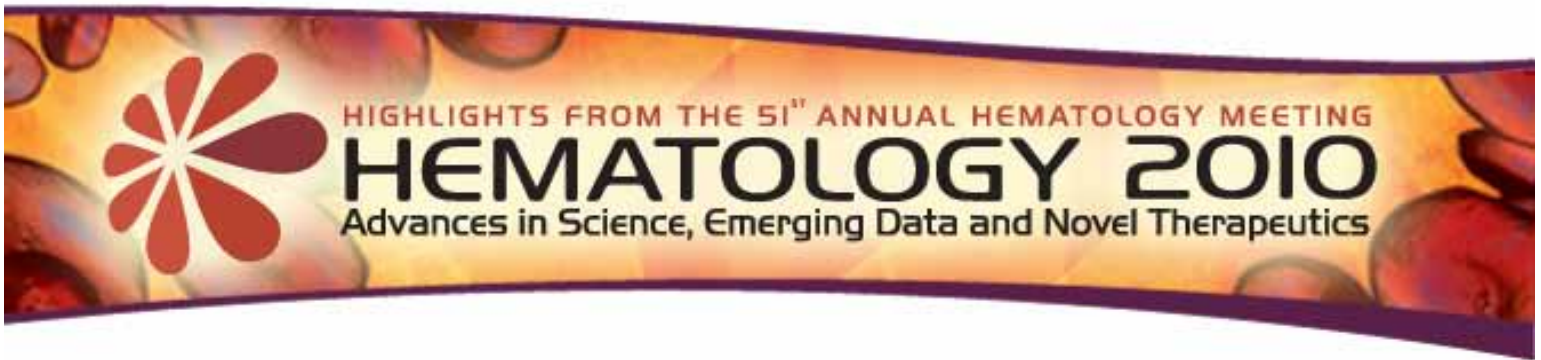
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EXHIBITION INFORMATION

New York, New York – January 16, 2010

Conference and Exhibit Venue

The Westin New York at Times Square
270 West 43rd Street
New York, New York 10036
Tel.: 212 201 2700
Fax: 212 201 2701
www.westinny.com

Imedex Contact Information

Cori Gunter
4325 Alexander Drive
Alpharetta, Georgia 30022
Tel.: 678 242 0712
Fax: 770 751 7334
c.gunter@imedex.com

Exhibition Dates and Times

Saturday, January 16, 2010 8:00 am – 4:00 pm

Move In and Set Up

Saturday, January 16, 2010 6:00 am – 7:30 am

Break Down and Move Out

Saturday, January 16, 2010 4:00 pm – 5:00 pm

Exhibition Area Location

Majestic Ballroom Foyer
5th Floor

Shipping Information

It is recommended that all exhibitors use the shipping labels provided in the exhibitor manual on page 17.

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

- Exhibition Company Name
- Hematology Highlights 2010
- Madeline Vricella, Convention Services
- Onsite Exhibition Contact Name
The Westin New York at Times Square
270 West 43rd Street
New York, New York 10036

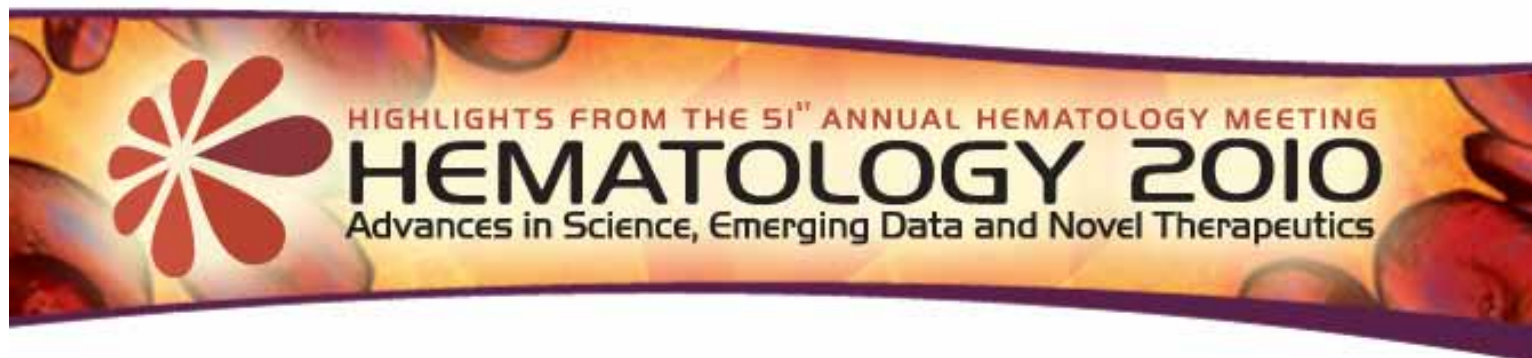
*Please note that each exhibitor will be responsible for all associated shipping and handling fees duties and taxes, and drayage fees for their shipments. Imedex will not assume any fees for exhibitors.

Exhibitor Fee Inclusions

Exhibitor fees include exhibit space 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 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 Westin New York at Times Square.

Madeline Vricella, Convention Services
270 West 43rd Street
New York, New York 10019
Tel.: 212 201 4617
Fax: 212 201 4669
madeline.vricella@westin.com



EXHIBITION INFORMATION

Chicago, Illinois – January 23, 2010

Conference and Exhibit Venue

Omni Chicago Hotel
676 North Michigan Avenue
Chicago, Illinois 60611
Tel.: 312 944 6664
Fax: 212 201 2701
www.westinny.com

Exhibition Dates and Times

Saturday, January 23, 2010..... 8:00 am – 4:00 pm

Move In and Set Up

Saturday, January 23, 2010..... 6:00 am – 7:30 am

Break Down and Move Out

Saturday, January 23, 2010..... 4:00 pm – 5:00 pm

Exhibition Area Location

Chagall Ballroom Foyer
3rd Floor

Shipping Information

It is recommended that all exhibitors use the shipping labels provided in the exhibitor manual on page 17.

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

- Exhibition Company Name
- Hematology Highlights 2010
- Taylor Czech, Conference Service Coordinator
- Onsite Exhibition Contact Name

Omni Chicago Hotel
676 North Michigan Avenue
Chicago, Illinois 60611

*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

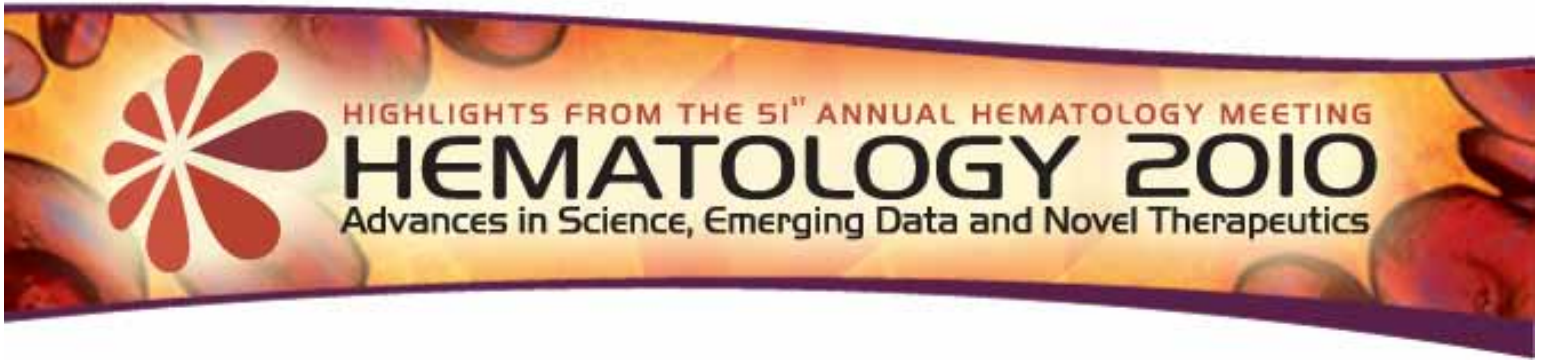
Cori Gunter
4325 Alexander Drive
Alpharetta, Georgia 30022
Tel.: 678 242 0712
Fax: 770 751 7334
c.gunter@imedex.com

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 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 Omni Chicago Hotel

Taylor Czech, Conference Service Coordinator
270 West 43rd Street
New York, New York 10019
Tel.: 312 266 4581
Fax: 312 266 3017
tczech@omnihotels.com



EXHIBITION INFORMATION

San Francisco, California – January 30, 2010

Conference and Exhibit Venue

The Westin San Francisco Market Street
50 Third Street
San Francisco, California 94103
Tel.: 415 974 6400
Fax: 415 543 8268
www.starwoodhotels.com

Imedex Contact Information

Cori Gunter
4325 Alexander Drive
Alpharetta, Georgia 30022
Tel.: 678 242 0712
Fax: 770 751 7334
c.gunter@imedex.com

Exhibition Dates and Times

Saturday, January 30, 2010 8:00 am – 4:00 pm

Move In and Set Up

Saturday, January 30, 2010 6:00 am – 7:30 am

Break Down and Move Out

Saturday, January 30, 2010 4:00 pm – 5:00 pm

Exhibition Area Location

Franciscan Ballroom I & II Foyer
3rd Floor

Shipping Information

It is recommended that all exhibitors use the shipping labels provided in the exhibitor manual on page 17.

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

- Exhibition Company Name
- Hematology Highlights 2010
- Ann Goggins, Convention Services
- Onsite Exhibition Contact Name
The Westin San Francisco Market Street
50 Third Street
San Francisco, California 94103

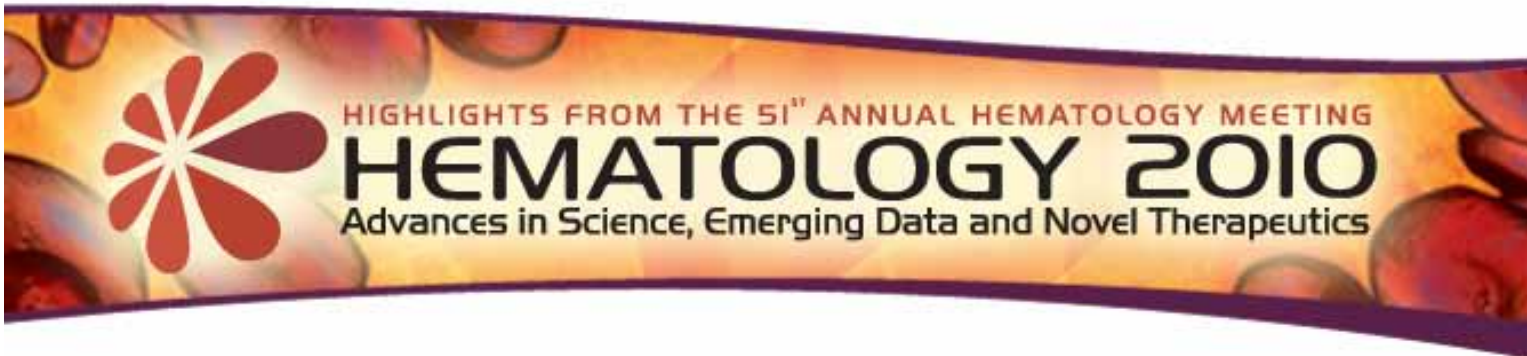
*Please note that each exhibitor will be responsible for all associated shipping and handling fees duties and taxes, and drayage fees for their shipments. Imedex will not assume any fees for exhibitors.

Exhibitor Fee Inclusions

Exhibitor fees include exhibit space 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 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 Westin San Francisco Market Street

Ann Goggins, Convention Services
50 Third Street
San Francisco, California 94103
Tel.: 415 974 8745
Fax: 415 495 6152
agoggins@westinsf.com



EXHIBITION INFORMATION

New York, New York – January 30, 2010

Conference and Exhibit Venue

The Westin New York at Times Square
270 West 43rd Street
New York, New York 10036
Tel.: 212 201 2700
Fax: 212 201 2701
www.westinny.com

Exhibition Dates and Times

Saturday, January 30, 2010 8:00 am – 4:00 pm

Move In and Set Up

Saturday, January 30, 2010 6:00 am – 7:30 am

Break Down and Move Out

Saturday, January 30, 2010 4:00 pm – 5:00 pm

Exhibition Area Location

Broadway Ballroom Foyer
3rd Floor

Shipping Information

It is recommended that all exhibitors use the shipping labels provided in the exhibitor manual on page 17.

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

- Exhibition Company Name
- Hematology Highlights 2010
- Madeline Vricella, Convention Services
- Onsite Exhibition Contact Name

The Westin New York at Times Square
270 West 43rd Street
New York, New York 10036

*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

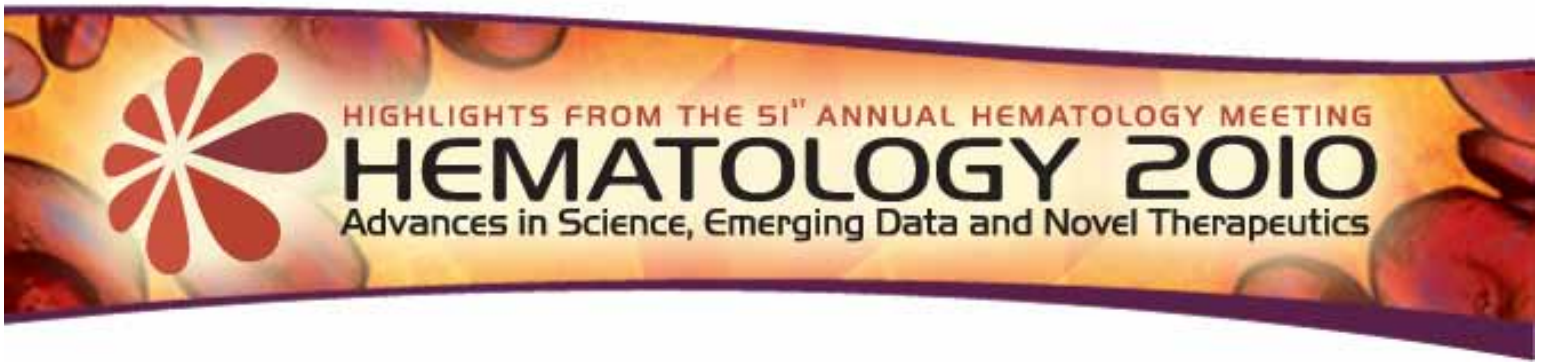
Cori Gunter
4325 Alexander Drive
Alpharetta, Georgia 30022
Tel.: 678 242 0712
Fax: 770 751 7334
c.gunter@imedex.com

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 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 (electricity) can be ordered through The Westin New York at Times Square.

Madeline Vricella, Convention Services
270 West 43rd Street
New York, New York 10019
Tel.: 212 201 4617
Fax: 212 201 4669
madeline.vricella@westin.com



Attendees from 2009

Total Attendees = 344

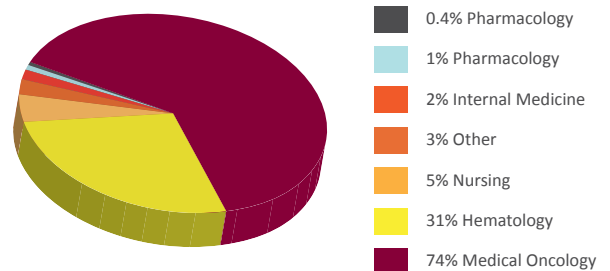
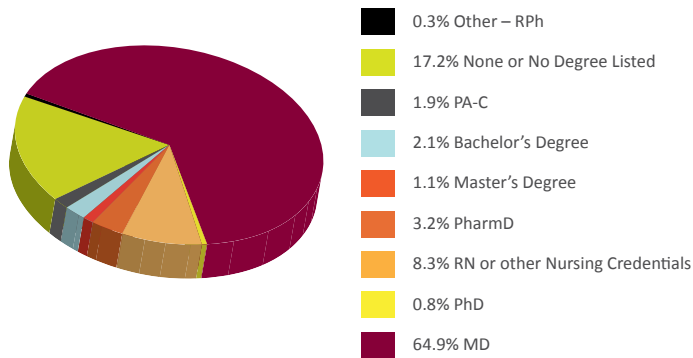


Table 1

Profession	
MD	64.9%
None or No Degree Listed	17.2%
RN or other Nursing Credentials	8.3%
PharmD	3.2%
Bachelor's Degree	2.1%
PA-C	1.9%
Master's Degree	1.1%
Other - RPh	0.3%

Table 2

Specialty	
Medical Oncology	74%
Hematology	31%
Nursing	5%
Other	3%
Internal Medicine	2%
Pharmacology	1%
Radiation Oncology	0.4%

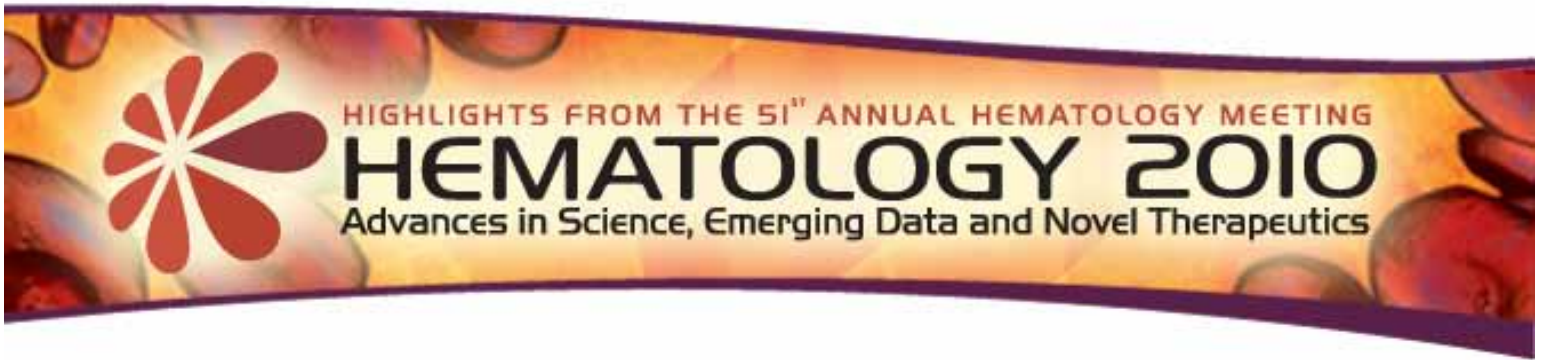
Past exhibitors

Celgene Corporation
Millennium Pharmaceuticals, Inc.
Genentech BioOncology
Eisai, Inc.

Logo Request

For use in conference printed materials, please submit a hi-resolution logo to Cori Gunter at c.gunter@imedex.com by January 11, 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).



EXHIBITOR INFORMATION A163

Company _____

First Name _____ Last Name _____

Email _____

Telephone _____ Fax _____

Address _____

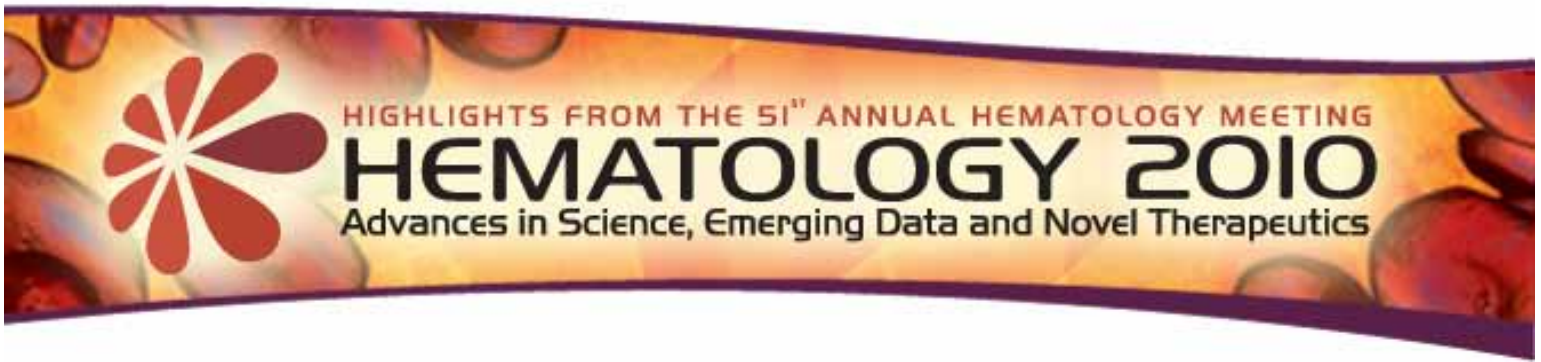
City/State/Zip _____ Country _____

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 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		A163
1		
First Name _____	Last Name _____	
City/State _____	Country _____	
2		
First Name _____	Last Name _____	
City/State _____	Country _____	



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HEMATOLOGY 2010
Advances in Science, Emerging Data and Novel Therapeutics

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

A163

FIRST NAME _____ LAST NAME _____

DEGREE: MD PhD PharmD RN Other _____

SPECIALTY: HEMATOLOGY 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.

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

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

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 \$ _____

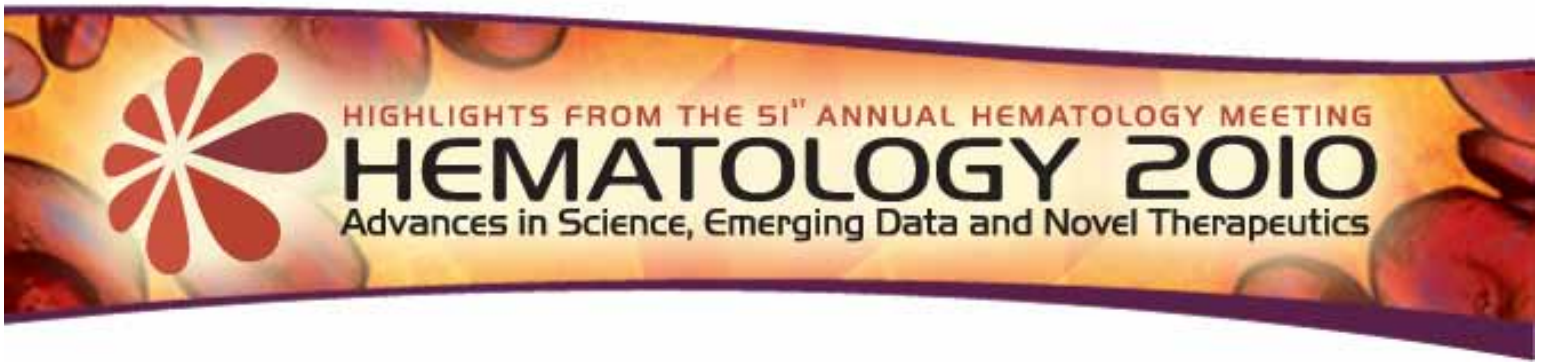
Card No. _____ Exp. Date: _____ / _____

Cardholder's Name: _____ Signature: _____

To pre-register, 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 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 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.

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.



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 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 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 – San Francisco, CA

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 Highlights 2010 group. Reservation requests received after the hotel deadline dates as noted above may not be guaranteed the group rate.



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

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 Area

- Live, videotaped, or audio taped delivery of didactic presentations by experts in Hematology
- 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 Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics abstracts.
- Contests, lotteries, raffles, or games of chance
- Games or group activities of any kind

Admission to the Exhibition Area

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 at the exhibitor's table; any costume, if not standard business attire, must conform to proper decorum of the Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics 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 Exhibits

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

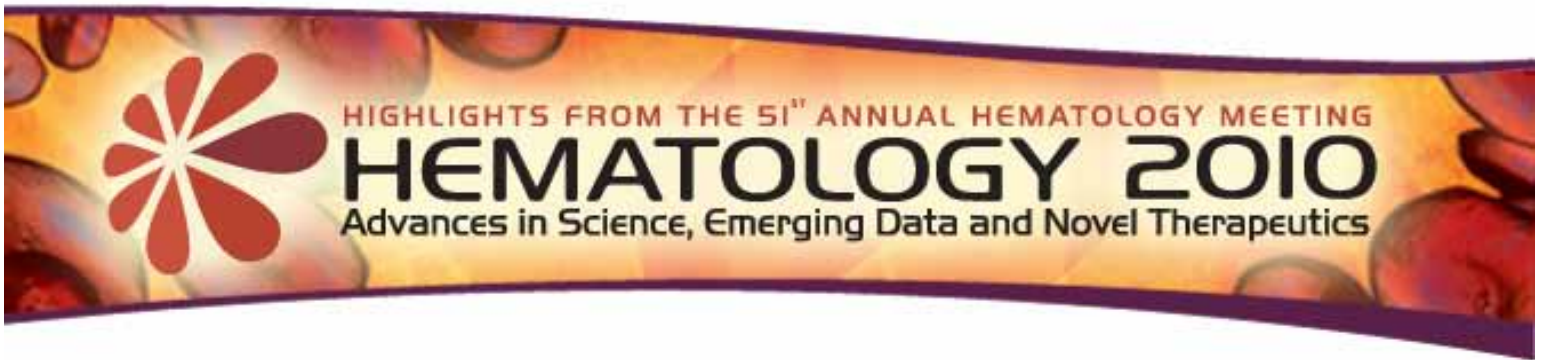
Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business. The demonstration of products, advertising of products or distribution 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 at 4:00 pm.



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 Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics.

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 table. 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 the Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics. 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 Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics, and Imedex on distributed material or other items are subject to expressed written approval from Imedex.

Non-Smoking Event

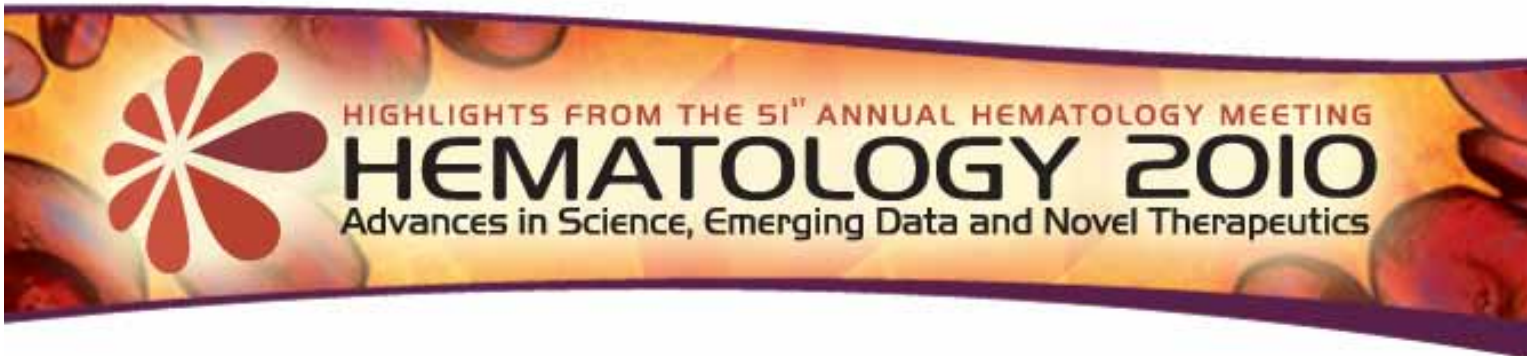
The Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics is a non-smoking event.

Storage

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

Dismantling

The exhibitor must vacate the exhibition space on Saturday 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.



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.

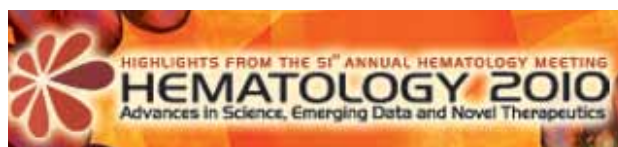
LABELS

ATTN: _____

Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics

January 16, 2010

The Westin New York at Times Square
270 West 43rd Street
New York, New York 10036



BOX _____ **OF** _____

ATTN: _____

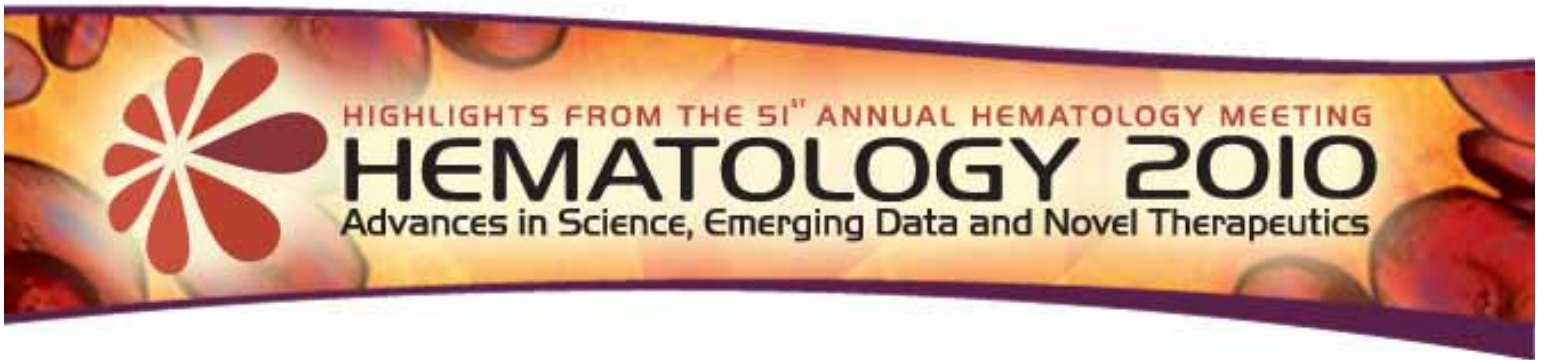
Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics

January 23, 2010

Omni Chicago Hotel
676 North Michigan Avenue
Chicago, Illinois 60611



BOX _____ **OF** _____



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: _____

Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics

January 30, 2010

The Westin San Francisco Market Street
50 Third Street
San Francisco, California 94103



BOX _____ **OF** _____

ATTN: _____

Hematology 2010: Advances in Science, Emerging Data, and Novel Therapeutics

January 30, 2010

The Westin New York at Times Square
270 West 43rd Street
New York, New York 10036



BOX _____ **OF** _____