

# AMERICAN RADIUM SOCIETY 92<sup>nd</sup> ANNUAL MEETING

“Improved Outcomes Through Judicious Applications  
of Advanced Technology”



## EXHIBITOR PROSPECTUS

**WHO** The American Radium Society (ARS)

**WHAT** 92<sup>nd</sup> Annual Meeting

**WHEN** May 1 – 5, 2010

**WHERE** JW Marriott, Cancun, Mexico

### About the ARS

Founded in 1916, the American Radium Society is the oldest society devoted to the study and treatment of cancer. As a multidisciplinary organization, members include radiation oncologists, surgical oncologists, gynecological oncologists and medical oncologists. As its objectives, **the Society promotes the study of cancer in all of its aspects, encourages liaison among the various medical specialists and allied scientists concerned with the treatment of cancer, and continues scientific study of the treatment of the cancer patient through its annual meeting and educational publications.**

### Past Meeting Attendance

91<sup>st</sup> Annual Meeting (Vancouver, BC, Canada, 2009): 400

90<sup>th</sup> Annual Meeting (Laguna Niguel, CA, 2008): 410

89<sup>th</sup> Annual Meeting (Amsterdam, Netherlands, 2007): 210

88<sup>th</sup> Annual Meeting (Maui, HI, 2006): 250

# ARS 92<sup>nd</sup> ANNUAL MEETING EXHIBIT SCHEDULE

## Exhibit Hall Hours

### Saturday May 1:

1:00 – 5:00 pm	Exhibit Hall Set Up
7:00 – 8:00 pm	Reception in Exhibit Hall

### Sunday May 2:

7:00 am – 1:00 pm	<b>Hall Open</b>
7:00 – 8:00 am	Breakfast in Exhibit Hall
10:10 – 10:30 am	Break in Exhibit Hall

### Monday May 3:

7:00 am – 1:00 pm	<b>Hall Open</b>
7:00 – 8:00 am	Breakfast in Exhibit Hall
10:10 – 10:30 am	Break in Exhibit Hall

### Tuesday May 4:

7:00 am – 1:00 pm	<b>Hall Open</b>
7:00 – 8:00 am	Breakfast in Exhibit Hall
10:30 – 10:45 am	Break in Exhibit Hall

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## Deadlines

February 10, 2010	Exhibit Service Kit Mailed
February 24, 2010	Exhibit Space Balance Due
April 1, 2010	All Exhibit Forms Due
March 19, 2010	Hotel Reservation Deadline
April 9, 2010	Exhibit Staff List Due

## **Program Schedule**

The following is an outline of the ARS meeting; subject to changes. More detailed information will be listed in the Advance Program available early 2010.

### **Saturday, May 1:**

Post-Graduate Course: Contouring  
Exhibitor Set-Up and Registration  
**Welcome Reception in Exhibit Hall**

### **Sunday, May 2:**

**Breakfast in Exhibit Hall**  
Presidents Lecture: Raymond Sawaya, MD  
Proffered Papers Sessions  
**Break in Exhibit Hall**  
Proffered Papers Session  
Panel: New Technology & Outcomes (Andre Konski, MD, TBD)  
**Exhibit Hall Open 7:00 am – 1:00 pm**

### **Monday, May 3:**

**Breakfast in Exhibit Hall**  
Self-Assessment Module: Small Cell Lung Cancer (Ken Rosensweig, MD)  
Keynote Lecture: Kian Ang, MD  
Proffered Papers Sessions  
**Break in Exhibit Hall**  
Proffered Papers Session  
Panel: Novel Targeted Therapies in Combination with Radiation Therapy for Solid Tumors (Jeff Bradley, MD; Kian Ang, MD; Anne S. Tsao, MD; Andre Konski, MD)  
Meet the Professor Luncheon (Chris Crane, MD)  
**Exhibit Hall Open 7:00 am – 1:00 pm**

### **Tuesday, May 4:**

**Breakfast in Exhibit Hall**  
Business Meeting  
Janeway Lecture: Charles M. Balch, MD, FACS  
Proffered Papers Sessions  
Debate: Should Randomized Studies be required for Adopting New Technologies (Jim Cox, MD vs Joel Tepper, MD)  
**Break in Exhibit Hall**  
Proffered Papers Session  
Panel: SRS Management of Brain Tumors and Metastasis, Spinal Tumors and Functional Disorders (Iris Gibbs, MD; Jeff Weinberg, MD; Eric Chang, MD)  
Meet the Professor Luncheon (Peter Johnstone, MD)  
**Exhibit Hall Open 7:00 am – 1:00 pm**

### **Wednesday, May 5:**

Self-Assessment Module: Pediatric Cancer (Arnold Paulino, MD)  
Keynote Lecture: Richard Wahl, MD  
Proffered Papers Session  
Break  
Panel: Management of Liver Tumors (Elin Sigurdson, MD; Yu-Ning Wong, MD; Andrew Gumbs, MD; Higinia Cardenes, MD)  
Essay and Resident Awards  
**Exhibit Hall Closed**

## Space Assignment and Fees

### 1. Exhibitor Fees and Specifications

6' tabletop \$1,500

Included: (1) 6' draped table, (1) one-line identification sign, (company name and booth number), (2) chairs, and (1) wastebasket. Exhibit hall is carpeted.

### 2. Payment Schedule

- A deposit of 50% of the total exhibit rental charge must accompany signed application.
- Total balance due **February 24, 2010**.
- Please make check payable to the **American Radium Society**.

Applications not accompanied by at least a 50% deposit will be considered invalid. **If full payment is not received by February 24, 2010 the space may be reassigned or resold.** All reservations must be made in writing. Applications from exhibitors who have outstanding balances due to ARS from any previous year will not be processed without full payment of delinquent accounts.

### 3. Services Excluded

Booth rental fee does not include the following services: drayage, floral, electricity, supplementary furniture or audio-visual. Information regarding these items will be included in the Exhibitor Service Kit.

### 4. Exhibitor Registration

Exhibit registration includes a maximum of 4 (four) personnel per 6' tabletop space. The deadline for the exhibit staff list is **April 9, 2010** and badges may be picked up on-site. Exhibit badges are not to be given or lent to any individual except the exhibit personnel to whom the badge has been issued. Exhibitors may attend sessions as long as they do not engage in sales while in the session rooms.

### 5. Exhibitor Staff Conduct

Exhibitors must set up, occupy, and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to show registration. False certification of individuals as exhibitor's representatives, misuse of exhibitor badges or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition, or barring him/her from further entrance to the exhibit floor or removing his/her exhibit from the exhibit floor without obligation on the part of Show Management for refund of fees.

Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other exhibitors. Interviews, demonstrations and the distribution of literature must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising materials beyond the parameters of the exhibitor's own booth will not be allowed. Additionally exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor's own booth.

When food and beverage are served in the Exhibit Hall during breaks, exhibit personnel may participate but are expected to allow attendees to participate first.

**6. Exhibitor Guest Policy**

Guests of exhibitors should be included on the individual company's staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed at \$25.00 per badge. An exhibitor may not register as staff any person eligible for registration as an ARS meeting attendee.

**7. Subletting of Space**

Exhibitors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

**8. Cancellation and Reduction/Relocation Policy**

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the exhibitor for any reason or by Show Management because of Exhibitor's default or violation of this agreement, monies paid to the American Radium Society by the Exhibitor shall be retained as follows:

- \$750 per space if application is canceled on or prior to **January 2, 2010**.
- **NO REFUNDS** for any cancellations or reductions after **January 2, 2010**.

**9. Booth Placement**

Booth Assignments will be made on a first come, first serve basis.

**10. Booth Installation and Dismantle**

**Set-up Hours:** Saturday, May 1 1:00 pm – 5:00 pm

**Teardown Hours:** Tuesday, May 4 1:00 pm – 5:00 pm

All exhibitor set-up must be completed by 5:00 pm, Saturday, May 1, 2010. Exhibitors must be at their booths for the duration of the Welcome Reception Saturday night. Exhibitors who have not checked in with the registration

desk and set-up by this time are considered to be “no shows” and may have their booth dismantled by Show Management. Exhibitors may not begin dismantling until 1:00 pm on Tuesday. All exhibits must be packed and ready for shipment by 5:00 pm.

## 11. Show Management

American Radium Society  
11300 W. Olympic Blvd., Suite 600  
Los Angeles CA 90064  
Fax: (310) 437-0585

Exhibit Manager: Kelly Honecker  
Phone: (310) 437-0581 ext. 117  
Email: [kelly@americanradiumsociety.org](mailto:kelly@americanradiumsociety.org)

## Educational Support and Marketing Opportunities

Additional opportunities for involvement at the meeting exist, including educational support at varying levels from Platinum to Bronze. In addition to exhibiting, there are other ways to be visible at the meeting. A list of such opportunities is below; for more information about the support and marketing opportunities, please contact Kelly Honecker (contact information above).

### **EXCLUSIVE OPPORTUNITIES - One supporter per opportunity, first come first served**

- **Official Hotel Door Drop - \$6,000**  
Be one of the first companies visible to attendees when you partner with ARS to exclusively sponsor the Hotel Door Drop. This is your chance to include announcements, invitations, samples and sales literature that will be hand-delivered to the hotel room of every registered ARS attendee. As the **exclusive** supporter, you can design the door drop bag to include your company name and logo.
- **Key Cards - \$3,000 (+ production)**  
Get everyone's attention by sponsoring the hotel room key cards for the ARS meeting. You will be the only name on the key cards, sure to stay in guests' minds as they enter their room at the end of the day. Company is responsible for the production of the cards.
- **Banner - \$3,000 (+ production)**  
Gain high visibility as your company banner streams down from the ceiling of the hotel lobby. This exclusive opportunity will be sure stay in the minds of meeting attendees. Please inquire about size and dimensions.

### **NON-EXCLUSIVE OPPORTUNITIES**

- **Attendee Bag Inserts - \$1,000** Reach out to every attendee by placing your product literature or booth advertisement in the attendee registration bag. Show management must approve of insert prior to production.

# RULES AND REGULATIONS

## 1. Exhibitor Programs and Presentations

Exhibitor presentations may take place during any hours the exhibit hall is open to registrants.

Exhibitor programs or presentations must be confined to the exhibitor's booth space. The sound intensity of such activities as determined by Show Management, must not interfere with the activities of neighboring exhibitors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

Programs or presentations are to be straight forward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles.

Any visual or other transmissions from off-site locations, including tele-surgery, are not permitted. Request forms for these educational events will be included in your exhibitor confirmation packet and must be completed and returned to the show office by the **April 1, 2010** deadline.

## 2. Direct Sales on Exhibit Floor

No direct sales are permitted to take place on the exhibit floor excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

## 3. Display of Investigational Products

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by the ARS. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- Contain only objective statements about the product.
- Contain no claims of safety effectiveness or reliability.
- Contain no comparative claims to other marketed products.
- Be displayed solely for the purpose of obtaining investigator responsibilities.
- Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

#### **4. Insurance and Liability**

The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of, or damage to property when such loss damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless ARS and Show Management, their officers, directors, agents, members and employees and the designated convention facilities, their agents, and employees from any and all such losses damages and claims. Exhibitors agree to protect, save, and keep the American Radium Society Show Management and the JW Marriott Cancun forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or its agents, as well as strictly to comply with the applicable terms and conditions contained in the agreement between the JW Marriott Cancun and ARS regarding the exhibit premises. Further, an exhibitor shall at all times protect, indemnify, save, and keep harmless the American Radium Society Show Management and the JW Marriott Cancun against any and all loss cost damage, liability, or expense arising from, or out of, or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof. Although security is provided by Show Management, furnishing of such security shall not be deemed to effect the non-liability of ARS or JW Marriott Cancun, their members, officers, representatives, official services contractors, or the JW Marriott Cancun to modify in any way the assumptions or risk provided herein.

If any part of the exhibit hall is damaged or destroyed in such a way as to prevent ARS or Show Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition, or if same is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of ARS or Show Management exhibitors will be charged for space during the time it was, or could have been occupied. Exhibitors hereby waive any claim against ARS or Show Management, their members, directors, agents, or employees for losses or damages that may occur due to such inability to occupy assigned space.

#### **5. Photography**

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for society purposes.

#### **6. Hotel Reservation Policy**

Exhibitors are required to reserve rooms within the hotel meeting block. Exhibitors may book their hotel rooms directly with the hotel by calling 1-800-228-9290 within the US or Canada. You may also book online at [www.marriott.com/hotels/travel/cunjw-jw-marriott-cancun-resort-and-spa/](http://www.marriott.com/hotels/travel/cunjw-jw-marriott-cancun-resort-and-spa/). Please be sure to indicate your group affiliation, the American Radium Society, when making your reservation in order to ensure the reduced group rate. **The reservation cut-off date is March 19, 2010.**



ARS EXHIBITOR APPLICATION FORM

JW Marriott Cancun
May 1 - 5, 2010

We, the undersigned, apply for technical exhibit space at the 2010 American Radium Society Annual Meeting to be held May 1 - 5, 2010 at the JW Marriott in Cancun, Mexico. We accept the conditions, rules, regulations, terms and policies printed in the Exhibitor Prospectus, which form part of this agreement.

EXHIBITOR INFORMATION

Please indicate company information exactly as it should appear in all official publications.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

CONTACT INFORMATION

Pre-show Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Onsite Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

EXHIBIT RESERVATION

Included in your exhibit fee are one (1) 6' draped table, two (2) side chairs, and (1) one-line identification sign (company name and booth number). Additional items may be purchased in your exhibitor kit that will be sent to you. Please confirm your needs by selecting a choice below:

[ ] Yes, please reserve my exhibit space, which includes one (1) 6' draped table, two (2) side chairs, and one (1) one-line identification sign

Total Cost of Booth: \$1,500 - BOOTH CHOICES 1: \_\_\_\_\_ 2: \_\_\_\_\_ 3: \_\_\_\_\_ 4: \_\_\_\_\_

We prefer not to be in proximity to the following exhibitors \_\_\_\_\_

Signature \_\_\_\_\_

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms, and conditions contained in the American Radium Society Exhibitor Prospectus and kit and have read the rules and agree to distribute them to those involved with your tabletop.

PAYMENT SCHEDULE-

Deposit of 50% is due upon receipt of application. Balance is due by February 24, 2010.

Please make check payable to American Radium Society

Credit Cards Accepted include: Visa, MasterCard or Discover (no AMEX)

[ ] Check Enclosed

[ ] Credit Card Payment: # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_/\_\_\_\_

Card Holders Name: \_\_\_\_\_ Card Holders Signature: \_\_\_\_\_

Please complete and return this application to: Kelly Honecker, ARS
11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064 or via fax: (310) 437-0585