



American Radium Society 94th Annual Meeting

April 28– May 2, 2012

Las Vegas, Nevada

EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

*Level Support does not guarantee exclusive support of events.
All events are developed according to Advamed, Pharma Code and IOG guidelines.*

DIAMOND LEVEL - \$50,000

- Acknowledgement in all promotional meeting materials and Final Program as a Diamond Level Supporter (when support confirmed by production deadlines)
- Diamond Level Support acknowledged with Logo Hyperlink on ARS website
- Diamond Level Support acknowledged with sign for display in Exhibit Booth (booth not included)
- Diamond Level Support acknowledged in Exhibitor Profile listing (booth not included)
- Acknowledged as Supporter of ARS Main Social Event
- Acknowledged as Supporter of Welcome Reception
- Acknowledged as Supporter of the Hospitality Lounge
- Acknowledged as Supporter of Daily Breakfasts and Breaks in Exhibit Hall/Poster Room
- Acknowledged as Supporter of Presidential Address
- Acknowledged as Educational Supporter of one Keynote Lecture (of your choosing)
- Acknowledged as Supporter of Poster Session
- Acknowledged as Diamond Supporter in association E-Newsletters

PLATINUM LEVEL - \$35,000

- Acknowledgement in all promotional meeting materials and Final Program as a Platinum Level Supporter (when support confirmed by production deadlines)
- Platinum Level Support Acknowledged with Hyperlink on ARS website
- Platinum Level Support acknowledged with sign for display in Exhibit Booth (booth not included)
- Platinum Level Support acknowledged in Exhibitor Profile listing (booth not included)
- Acknowledged as Supporter of Welcome Reception
- Acknowledged as Supporter of the Hospitality Lounge
- Acknowledged as Supporter of Attendee Breaks in Exhibit Hall/Poster Room with Signage
- Acknowledged as Educational Supporter of one Panel or Debate (of your choosing)
- Acknowledged as Platinum Supporter in association E-Newsletters

GOLD LEVEL - \$25,000

- Acknowledgement in all promotional meeting materials and Final Program as a Gold Level Supporter (when support confirmed by production deadlines)
- Gold Level Support Acknowledged on ARS website
- Gold Level Support acknowledged with sign for display in Exhibit Booth (booth not included)
- Gold Level Support acknowledged in Exhibitor Profile listing (booth not included)
- Acknowledged as Supporter of the Hospitality Lounge
- Supporter of Welcome Reception
- Acknowledged as Educational Supporter of one Panel (of your choosing)
- Acknowledged as Gold Supporter in association E-Newsletters



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EDUCATIONAL GRANT SUPPORT OPPORTUNITIES (continued)

SILVER LEVEL - \$15,000

- Acknowledgement in all promotional meeting materials and Final Program as a Silver Level Supporter (when support confirmed by production deadlines)
- Silver Level Support Acknowledged on ARS website
- Silver Level Support acknowledged with Sign for Display in Exhibit Booth (booth not included)
- Silver Level Support acknowledged in Exhibitor Profile listing (booth not included)
- Supporter of Welcome Reception
- Acknowledged as Educational Supporter of one Scientific Session (of your choosing)
- Acknowledged as Silver Supporter in association E-Newsletters

BRONZE LEVEL - \$10,000

- Acknowledgement in all promotional meeting materials and Final Program as a Bronze Level Supporter (when support confirmed by production deadlines)
- Bronze Level Support Acknowledged on ARS website
- Bronze Level Support acknowledged with Sign for Display in Exhibit Booth (booth not included)
- Bronze Level Support acknowledged in Exhibitor Profile listing (booth not included)
- Acknowledged as Educational Supporter of one Self-Assessment Module (of your choosing)
- Acknowledged as Bronze Supporter in association E-Newsletters



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Additional Educational Grant Support Opportunities

- **ARS POST GRADUATE COURSE - \$5,000**

This year's Post Graduate Course theme is: ***Lung Cancer Management: Personalize or Punt?*** Maximizing on the multidisciplinary structure of ARS, this course, taught by Dr. James Welsh, MD Assistant Professor, Department of Radiation Oncology, Division of Radiation Oncology, at The University of Texas MD Anderson Cancer Center, Houston, TX. This 3.5 hour Post Graduate course will be offered on Saturday, April 28th, from 12:30pm - 5:00pm. Please contact Jill at jill@americanradiumsociety.org for more details. Below is the agenda:

	SESSION	TIME
Dr. James Welsh	Welcome	12:30 pm
Dr. James Welsh	Epidemiology Molecular Overview	12:40pm – 1:00pm
Dr. Homer Macapinlac	Biologic Molecular Imaging	1:00pm - 1:20pm
Dr. Jeff Bradley	Dose Escalations / RTOG Perspective	1:20pm - 1:40pm
Dr. Jack Roth	Induction Therapy for Potentially Resectable Stage 3 NSCLC	1:40 pm – 2:00pm
	Panel Discussion	2:00pm - 2:20pm
	Break	2:20pm - 2:40pm
Dr. James D. Cox	Advances in Proton Therapy for the Treatment of Lung Cancer	2:40 pm - 3:00pm
Dr. Brian Kavanagh	SBRT for Oligometastatic Disease After Biologic Therapy	3:00pm – 3:20pm
Dr. Ritsuko Komaki	Recent Advances in the Management of Small Cell Lung Cancer	3:40pm - 4:00pm
Dr. Ed Kim	Molecular Therapeutics for NSCLC	4:00pm - 4:20pm
	Panel Discussion	4:20pm - 4:40pm
Dr. Andre Konski	Lung Cancer Costs in the Era of Healthcare Reform	4:40pm- 5:00pm
Dr. James Welsh	Closing remarks and adjourn	5:00pm

**Topics and speakers are subject to change*

- **Essay Awards - \$15,000**

Be the named supporter of the six exclusive Essay Awards. The Young Oncologist Essay Awards are given to six trainees who submit a completed manuscript dealing with subjects related to clinical, translational, or basic research. Your company may exclusively sponsor these prestigious awards. Recognition will be noted on the award plaque as well as the ARS website and at the meeting itself.

- **Travel Grant Awards - \$10,000**

Be recognized as the sole supporter of the Young Oncologist Travel Grant awards. A total of 10 awards are given out for outstanding abstracts that are reviewed favorably for presentation at the Annual Meeting. Each of the ten selected will receive an award plaque with your company's name displayed. Additional recognition will be made on the ARS website and at the meeting itself.

- **Poster Tour Session - \$2,000**

Posters focus on a variety of multidisciplinary topics in cancer research and treatment. Your company will be acknowledged for their support in the final program and on room signage.

- **Keynote Speakers - \$3,000 each**

We are pleased to have recruited an extraordinary group of lecturers, our including Keynote Speakers, Mark Pegrum, MD of University of Miami, and Laura van't Veer, MD of University of California. The Keynote sessions consist of a 1-hour presentation that will take place on April 29 and May 2, 2012 between 9:15am - 10:15am. *Please note: lecture topics to be confirmed soon.*



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- **Panels or Debate - \$3,000 each**

Panel sessions focus on a variety of multidisciplinary topics in cancer research and treatment. Each panel will be a 60-minute open forum or a structured session of 3-4 subtopics that are presented by individual panelists. Your company will be acknowledged for their support in the final program, signage and on the room slide before the panel begins. Available panels are listed on page 6.

- **Janeway Lecture - \$5,000**

Topic: *lecture topic be confirmed soon*

The 2012 Janeway Lecture will be presented on April 30, by David Larson, MD, PhD, Professor Of University of California, San Francisco. Dr. Larson is an internationally recognized authority on brain tumors and on central nervous system and body radiosurgery (Cyberknife and Gamma Knife), intensity modified radiotherapy (IMRT), and highly conformal radiotherapy (3D XRT). He has organized numerous national and international conferences and symposia, including providing advanced specialty training and continuing medical education (CME) credits for thousands of physicians.

- **Scientific Session - \$2,000 each**

Proffered Papers sessions provide attendees the best scientific findings related to cancer treatment from a multidisciplinary perspective. These sessions highlight over 50 oral paper presentations for the ARS 94th Annual Meeting. Your company will be acknowledged for their support in the final program, signage and on the room slide before the paper session begins. Proffered papers sessions will be determined upon completion of the abstract review process, January 2012.

- **Program Abstract DVD - \$10,000**

Over 125+ abstracts from the proffered papers and poster sessions will be available and distributed to every Annual Meeting attendee and non-attending ARS members. Your company name will be displayed prominently on the DVD package. DVD will also include a full ARS membership listing.

- **Meet the Professor Luncheon - \$2,000 each**

On Sunday, April 29 and Monday, April 30 immediately following the meeting general session, attendees may register for and participate in a Meet the Professor Luncheon. This open session will discuss a topic presented by the "professor" and allow for questions and forum after. Sunday: Dr. William Small, lecture topic to be confirmed soon; Monday: Dr. Sue Yom, lecture topic to be confirmed soon. Acknowledgement of support will be included in the final program, on-site signage and on a room slide before the luncheon begins.

- **Attendee Meeting Bags - \$2,000**

Every attendee of the meeting will receive a meeting bag when they check-in at the registration desk on-site. The meeting bags will showcase the ARS logo with the date and location of the meeting printed on the front. We will display signage acknowledging your company for their generous grant to support the cost and production of the bags. Acknowledgement will also be made on the ARS website.

- **Self-Assessment Modules - \$1,000 each**

Self Assessment Modules (SAMs) are required of all Radiation Oncologists to maintain certification. Each SAM will be a 60- minute session with 2 speakers, followed by the SAM quiz. Your company will be acknowledged for their support in the final program, signage and on the room slide before the panel begins. Available SAMs are listed on page 6.



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Satellite Symposia

- **Afternoon Symposia - \$10,000; Evening Symposia - \$20,000**

A limited number of companies will have the opportunity to present an educational event of their choosing which may include, for example, a panel discussion or an invited speaker. Rooms for this event will be assigned on a first-come first-served basis. Symposia support will be acknowledged in the final program and may be listed on the ARS website in the meeting agenda. On-site signage will be provided (Please complete satellite symposia application and return with your support confirmation before January 10, 2012).

Marketing and Visibility Opportunities

EXCLUSIVE OPPORTUNITIES – only 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.

- **Exhibits - \$1,500**

The ARS meeting will feature an exhibit hall with tabletop exhibits. For more information about exhibiting at the Annual Meeting, please contact Jenay Root at 310.437.0581 x 127 or by e-mail at jenay@americanradiumsociety.org

- **NEW! Industry Theater - \$3,000 (10mins presentation)**

ARS is pleased to announce a brand new opportunity to gain additional exposure at the 2012 meeting – The Industry Theater. Industry sponsors and exhibitors may now conduct a product presentation to attendees in the Industry Theater, a private, designated area of the exhibit hall. This area will be draped off from the rest of the exhibit hall, with theater-style seating for 50 attendees. Basic audiovisual equipment (screen, projector and microphone) will be provided. Because the Industry Theater will be situated within the exhibit hall, the presentations can have an educational or marketing focus. For more information, please contact Development Manager, Jill Smith at 310.437.0581 x 114 or e-mail jill@americanradiumsociety.org



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ARS Annual Meeting Outline – Topics and Speakers*

CODE	SESSION	DATE	TIME
President Address	Alan Pollack, MD, PhD; University of Miami - <i>lecture topic to be confirmed</i>	May 1	8:00 am – 8:45 am
Keynote Lecture	Mark Pegrum, MD - <i>lecture topic to be confirmed</i>	April 29	9:15 am – 10:15 am
Keynote Lecture	Laura van't Veer, MD - <i>lecture topic to be confirmed</i>	May 2	9:00 am - 10:00 am
Janeway Lecture	David Larson, MD, PhD; University of California, San Francisco - <i>lecture topic to be confirmed</i>	April 29	9:15 am - 10:15 am
Panel 1	ARS Panel: <i>Personalized Medicine: Adapting to a Changing Field - Science, Ethics, and the Legal System</i> Chair: Dr. Anne Tsao, MD Anderson Cancer Center; Paul Helft, MD; Indiana University Antoinette F. Konski Esq.; Foley and Lardner Arnold Paulino, MD; Methodist Hospital Anthony Shields, MD, PhD; Wayne State University	April 29	11:30 am – 12:30 pm
Panel 2	ARS Panel: <i>Are there Fewer Fractions in your Future?</i> Chair: Sue Yom, MD; University of California, San Francisco Michael Joiner, PhD; Wayne State University Todd Pawlicki, PhD; University of California, San Diego Ben Slotman, MD; VU University Medical Center Robert Timmerman, MD; UT Southwestern Medical Center	April 30	11:35 am - 12:35 pm
Panel 3	ARS Panel: <i>The Prostate Cancer Marketplace - How to Choose the Best</i> Chair: Jeffrey Michalski, MD; Washington University School of Medicine John Davis, MD; MD Anderson Cancer Center Robert Lee, MD; Duke University Louis Potters, MD; North Shore-LIJ Health System	May 1	11:30 am – 12:30 pm
Panel 4	ARS Panel: <i>Molecular Determinants of Local Regional Treatment Outcome</i> Chair: Thomas Buchholz, MD; MD Anderson Cancer Center Bruce Haffty, MD; UMDNJ - Robert Wood Johnson Medical Center Simon Powell, MD, PhD; Memorial Sloan Kettering Cancer Center	May 2	11:30 am - 12:30pm
Debate	ARS Debate: <i>Tonsil Cancer: Anything You Can Do, I Can Do It Better?</i> (John A. Ridge, MD vs Todd Teknos, MD)	May 1	9:45 am –10:30 am
SAM 1	Self Assessment Module - (Kaled Alektiar, MD), <i>lecture title to be confirmed</i>	April 30	7:00 am – 8:00 am
SAM 2	Self Assessment Module - <i>Partial Breast</i> (Gary Freedman, MD; University of Pennsylvania)	May 2	7:00 am – 8:00 am
Meet the Professor	Luncheon with William Small, MD: <i>Head and Neck Cancer</i>	April 29	12:45 pm - 2:00 pm
Meet the Professor	Luncheon with Sue Yom, MD - <i>lecture topic to be confirmed</i>	April 30	12:45 pm– 2:00 pm

*Topics and speakers are subject to change



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SUPPORT CONFIRMATION FORM

Company Name: _____

Contact Name: _____

Email Address: _____ Phone: _____

Total Amount: _____ **Signature to Confirm:** _____

_____ pledges support for the American Radium Society 94th Annual Meeting as follows:
(Company name)

LEVEL SUPPORT	AMOUNT	INITIAL TO CONFIRM
Diamond Level	\$50,000	
Platinum Level	\$35,000	
Gold Level	\$25,000	
Silver Level	\$15,000	
Bronze Level	\$8,000	
Supporter	\$5,000	

ADDITIONAL SUPPORT OPPORTUNITIES

OPPORTUNITY	AMOUNT	INITIAL TO CONFIRM

SATELITE SYMPOSIA

OPPORTUNITY	AMOUNT	INITIAL TO CONFIRM
Afternoon Satellite Symposia	\$10,000	
Evening Satellite Symposia	\$20,000	

Checks to be made payable to:
American Radium Society
11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064
The ARS is a 501© 3, tax ID: 13-6150560

Please return this form to Jill Smith, ARS Development Coordinator
11300 W. Olympic Blvd., Suite 600
Los Angeles, CA 90064
Phone: 310-437-0581 ext. 114 Fax: 310-437-0585 E-mail: jill@americanradiumsociety.org