



American Radium Society 92nd Annual Meeting

May 1 – 5, 2010

JW Marriott, Cancun, Mexico

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 sign for display in Exhibit Booth (booth not included)
- Platinum Level Support acknowledged in Exhibitor Profile listing (booth not included)
- Platinum Level Support Acknowledged with Hyperlink on ARS website
- 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 with sign for display in Exhibit Booth (booth not included)
- Gold Level Support acknowledged in Exhibitor Profile listing (booth not included)
- Gold Level Support Acknowledged on ARS website
- 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 - \$8,000

- 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

(Non-Exclusive)

- **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.

- **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.

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

The ARS will hold a half-day Post Graduate Course on Saturday, May 1. Maximizing on the multidisciplinary structure of ARS, this course, taught by internationally renowned speakers, will instruct on contouring two selected areas of the body: (1) Breast and (2) Head and Neck. Dr. Sue Yom chairs the course; faculty will include Jonathan Beitler, MD; Sue Yom, MD; Bruce Haffty, MD; and Julia White, MD. Please contact Kelly at kelly@americanradiumsociety.org for more details.

- **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 - \$3,500**

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.

- **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 5.

- **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 92nd 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 2010.

- **Meet the Professor Luncheon - \$2,000 each *New for 2010!***

On Monday and Tuesday, 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. Monday: Dr. Peter Johnstone – GU; Tuesday: Dr. Chris Crane – GI. Acknowledgement of support will be included in the final program, on-site signage and on a room slide before the luncheon begins.



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- **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 5.

Marketing and Visibility Opportunities

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, 2010).

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 Kelly Honecker at 310.437.0581 x 117 or by email at Kelly@americanradiumsociety.org.



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ARS Annual Meeting Outline – Topics and Speakers*

CODE	SESSION	DATE	TIME
President Address	Raymond Sawaya, MD	May 2	8:00 am – 9:00 am
Keynote Lecture	Kian Ang, MD	May 3	8:00 am – 9:00 am
Keynote Lecture	Richard Wahl, MD	May 5	8:00 am – 9:00 am
Janeway Lecture	Charles Balch, MD, FACS	May 4	8:00 am – 9:00 am
Panel 1	ARS Panel: New Technology and Outcomes	May 2	11:35 am – 12:35 pm
Panel 2	ARS Panel: Novel Targeted Therapy in Combination with Radiation Therapy for Solid Tumors	May 3	11:35 am – 12:35 pm
Panel 3	ARS Panel: SRS Management of Brain Tumors and Metastasis, Spinal Tumors and Functional Disorders	May 4	11:35 am – 12:35 pm
Panel 4	ARS Panel: Management of Liver Tumors	May 5	10:35 am – 12:35 pm
Debate	ARS Debate: Should Randomized Studies be Required for Adopting New Technologies? (Jim Cox, MD vs Joel Tepper, MD)	May 4	10:00 am – 10:30 am
SAM 1	SAM: Small Cell Lung Cancer (Ken Rosensweig, MD)	May 3	7:30 am – 8:00 am
SAM 2	SAM: Pediatric Cancer (Arnold Paulino, MD)	May 5	7:30 am – 8:00 am
Meet the Professor	Luncheon with Peter Johnstone, MD: GU	May 3	12:35 pm– 2:00 pm
Meet the Professor	Luncheon with Chris Crane, MD: GI	May 4	12:35 pm– 2:00 pm

**Topics and speakers are subject to change*



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SUPPORT CONFORMATION FORM

Company Name: _____

Contact Name: _____

Email Address: _____ Phone: _____

Total Amount: _____ *Signature to Confirm:* _____

_____ pledges support for the American Radium Society 92nd 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 Kelly Honecker, ARS Development Coordinator
 11300 W. Olympic Blvd., Suite 600
 Los Angeles, CA 90064
 Phone: 310-437-0581 ext. 117 Fax: 310-437-0585 E-mail: kelly@americanradiumsociety.org