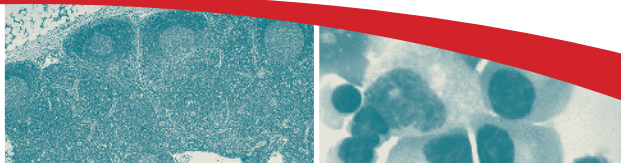


# Lymphoma & Myeloma 2010

An International Congress on Hematologic Malignancies

A comprehensive forum  
presenting the most  
recent developments in  
lymphocytic and plasma  
cell neoplasms



October 21-23, 2010 | New York, New York  
The Waldorf=Astoria

## Congress Chairs

### Chair

**Morton Coleman, MD**

Center for Lymphoma and Myeloma  
Weill Cornell Medical College  
The New York Presbyterian Hospital  
New York, New York

### Co-Chair, Lymphoma Session

**John P. Leonard, MD**

Center for Lymphoma and Myeloma  
Weill Cornell Medical College  
The New York Presbyterian Hospital  
New York, New York

### Co-Chair, Myeloma Session

**Ruben Niesvizky, MD**

Center for Lymphoma and Myeloma  
Weill Cornell Medical College  
The New York Presbyterian Hospital  
New York, New York

### Co-Chair, Leukemia Session

**Richard R. Furman, MD**

Center for Lymphoma and Myeloma  
Weill Cornell Medical College  
The New York Presbyterian Hospital  
New York, New York

2<sup>nd</sup> Announcement



EDUCATION IS THE BEST MEDICINE®



# Lymphoma & Myeloma 2010

An International Congress on Hematologic Malignancies

October 21-23, 2010 | New York, New York | The Waldorf=Astoria

## Dear Colleague,

It is our pleasure to invite you to join us at *Lymphoma & Myeloma 2010: An International Congress on Hematologic Malignancies*. This fall's Congress, October 21-23, 2010, will once again be held at the beautiful and historic Waldorf=Astoria in New York, New York.

Since its inception in 2000, this Congress has grown to nearly 1,000 attendees and has become the **premier forum on the latest advances in lymphoma, myeloma, and related plasma cell disorders**. Using a dynamic approach that features clinical controversies, exciting debates, and intriguing lectures involving examinations of current treatment regimens, attendees will receive a thorough understanding behind the evolution of thought and therapy of lymphoma and myeloma.

Guided by over 30 key opinion leaders in the fields of molecular biology, pathology, immunology, and translational and clinical research, this Congress will provide a stimulating and interactive forum for attendees from all relevant medical specialties who are interested in the developments that lead to improved patient care.

Additionally, attendees will have the added benefit of visiting the cultural melting pot that is New York City during one of the most beautiful times of the year. This Congress will be the perfect chance for you to get away and enjoy a weekend of educational activities in the capital city of the world!

We cordially welcome you to our fair city and promise to reward you with an exciting and informative Congress that promises to be our most stimulating yet!

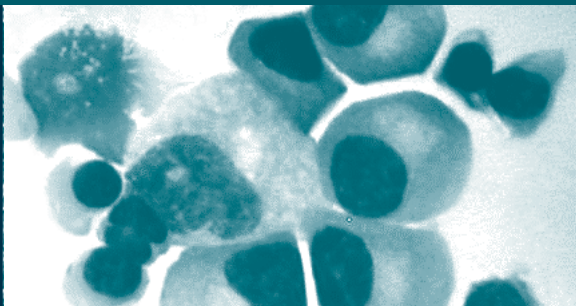
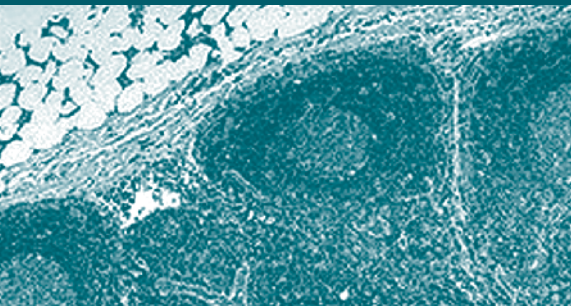
Sincerely,

**Morton Coleman, MD**, Chair

**John P. Leonard, MD**, Co-Chair, Lymphoma Session

**Ruben Niesvizky, MD**, Co-Chair, Myeloma Session

**Richard R. Furman, MD**, Co-Chair, Leukemia Session



## Continuing Education



Imedex, LLC is accredited by the Accreditation Council for Continuing Medical Education to

provide continuing medical education for physicians.

Imedex, LLC designates this educational activity for a maximum of 18.0 *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

### Physician Assistants

AAPA accepts certificates of participation for educational activities certified for Category I credit from AOACCME, Prescribed credit from AAFP, and *AMA PRA Category 1 Credit*<sup>™</sup> from organizations accredited by ACCME or a recognized state medical society. Physician

assistants may receive a maximum of 18.0 hours of Category I credit for completing this program.

### Nurses

This activity has been submitted to the Oncology Nursing Society for approval to award contact hours. ONS is accredited as an approver of continuing nursing education by American Nurses Credentialing Center's COA.

## Who Should Attend

This educational activity is specifically designed for hematologists, medical oncologists, transplant oncologists, radiation oncologists, and other physicians, physicians-in-training, and healthcare professionals (oncology nurses, oncology pharmacy specialists) involved and/or interested in lymphoma, myeloma, and related plasma cell disorders and their management.

## Objectives

After attending this Congress, participants should be able to:

- Summarize clinical trial data regarding at least 4 novel or emerging agents being developed for treatment of relapsed/refractory myeloma
- Relate the latest information on how a patient's eligibility for stem cell transplant affects selection of first-line treatments in myeloma
- Restate at least one argument for stem cell transplant as initial treatment and at least one argument for waiting until first relapse
- Use the latest information from basic science, transplantation, and clinical research to reduce adverse events and improve outcomes in myeloma patients
- Identify at least 1 biochemical signaling pathway that shows therapeutic promise in CLL
- Compare and contrast competing standards of care for patients who are newly diagnosed or have relapsed CLL
- Recall the most current arguments for and against using prognostic factors to make treatment decisions in CLL
- Synthesize the latest information from basic research, laboratory tests, and clinical research to improve outcomes for patients with CLL
- Comment on the state of basic science regarding lymphomagenesis
- Judge recent attempts to establish a new standard of care for frontline therapy of patients with follicular lymphoma
- Use the latest clinical trial data to infer whether it is possible to improve frontline therapy in aggressive lymphoma
- Extrapolate upon the latest basic science and clinical research data to extend professional competence when managing patients with NHL

## Chairs

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Cornell University  
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New York, New York

### **Richard R. Furman, MD**

Center for Lymphoma and Myeloma  
Weill Medical College of  
Cornell University  
The New York-Presbyterian Hospital  
New York, New York

## Faculty

### **Kenneth C. Anderson, MD, MA**

Dana-Farber Cancer Institute  
Boston, Massachusetts

### **Ashraf Badros, MD**

University of Maryland  
Marlene and Stewart Greenebaum  
Cancer Center  
Baltimore, Maryland

### **Bart Barlogie, MD, PhD**

University of Arkansas Medical Center  
Little Rock, Arkansas

### **Steven H. Bernstein, MD**

University of Rochester  
Rochester, New York

### **Joan Bladé, MD**

University of Barcelona Hospital Clinic  
Barcelona, Spain

### **George P. Canellos, MD**

Dana-Farber Cancer Institute  
Boston, Massachusetts

### **Asher A. Chanan-Khan, MD**

Roswell Park Cancer Institute  
Buffalo, New York

### **Selina Chen-Kiang, PhD**

Center for Lymphoma and Myeloma  
Weill Medical College of  
Cornell University  
The New York-Presbyterian Hospital  
New York, New York

### **Myron S. Czuczman, MD**

Roswell Park Cancer Institute  
Buffalo, New York

### **Angela Dispenzieri, MD**

Mayo Clinic College of Medicine  
Rochester, Minnesota

### **Rebecca Elstrom, MD**

Center for Lymphoma and Myeloma  
Weill Medical College of  
Cornell University  
The New York-Presbyterian Hospital  
New York, New York

### **Ronald Gartenhaus, MD**

University of Maryland  
Marlene and Stewart Greenebaum  
Cancer Center  
Baltimore, Maryland

### **Irene M. Ghobrial, MD**

Dana-Farber Cancer Institute  
Boston, Massachusetts

### **Sergio Giral, MD**

Memorial Sloan-Kettering  
Cancer Center  
New York, New York

### **Jean-Luc Harousseau, MD**

University of Nantes  
Nantes, France

### **Sundar Jagannath, MD**

St Vincent's Comprehensive  
Cancer Center  
New York, New York

### **Neil E. Kay, MD**

Mayo Clinic  
Rochester, Minnesota

### **Michael J. Keating, MB, BS**

The University of Texas  
M. D. Anderson Cancer Center  
Houston, Texas

### **Thomas Kipps**

Moore's UCSD Cancer Center  
LaJolla, CA

### **Ann LaCasce, MD**

Dana-Farber Cancer Institute  
Boston, Massachusetts

### **David G. Maloney, MD, PhD**

Fred Hutchinson Cancer  
Research Center  
Seattle, Washington

### **Tomer Mark, MD**

Center for Lymphoma and Myeloma  
Weill Medical College of  
Cornell University  
The New York-Presbyterian Hospital  
New York, New York

### **Peter Martin, MD**

Center for Lymphoma and Myeloma  
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Cornell University  
The New York-Presbyterian Hospital  
New York, New York

### **William H. Matsui, MD**

Sidney Kimmel Comprehensive  
Cancer Center  
Johns Hopkins University  
Baltimore, Maryland

### **Ari Melnick, MD**

Center for Lymphoma and Myeloma  
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Cornell University  
The New York-Presbyterian Hospital  
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### **Owen A. O'Connor, MD, PhD**

New York University  
Langone Medical Center  
New York, New York

### **Roger G. Owen, MD**

St James's Institute of Oncology  
Leeds, United Kingdom

### **Antonio Palumbo, MD**

University of Torino  
Torino, Italy

### **Kanti Rai, MD**

Long Island Jewish Medical Center  
Albert Einstein College of Medicine  
New Hyde Park, New York

### **Paul Richardson, MD**

Dana-Farber Cancer Institute  
Boston, Massachusetts

### **Jia Ruan, MD, PhD**

Center for Lymphoma and Myeloma  
Weill Medical College of  
Cornell University  
The New York-Presbyterian Hospital  
New York, New York

### **Rita Shaknovich, MD**

Center for Lymphoma and Myeloma  
Weill Medical College of  
Cornell University  
The New York-Presbyterian Hospital  
New York, New York

### **Tait D. Shanafelt, MD**

Mayo Clinic  
Rochester, Minnesota

### **Tsitorah Shore, MD**

Center for Lymphoma and Myeloma  
Weill Medical College of  
Cornell University  
The New York-Presbyterian Hospital  
New York, New York

### **John Sweetenham, MD**

Cleveland Clinic  
Taussig Cancer Institute  
Cleveland, Ohio

### **Michael Wang, MD**

The University of Texas  
M. D. Anderson Cancer Center  
Houston, Texas

### **Michael Williams, MD**

University of Virginia  
School of Medicine Hospital  
Charlottesville, Virginia

### **Jane Winter, MD**

Feinberg School of Medicine  
Northwestern University  
Chicago, Illinois

### **Andrew Zelenetz, MD, PhD**

Memorial Sloan-Kettering  
Cancer Center  
New York, New York

# Scientific Agenda

## Thursday – October 21, 2010

8:00 am Welcome  
*Morton Coleman, MD*

### MYELOMA SESSION

8:10 am Introduction  
*Ruben Niesvizky, MD*

#### Session I: From Bench to Bedside

Moderator: *Tomer Mark, MD*

8:15 am Evidence in favor of a myeloma stem cell  
*William H. Matsui, MD*

8:40 am Targeting the cell cycle  
*Selina Chen-Kiang, PhD*

9:00 am Staging, risk stratification, and response evaluation: Do they change our treatment approach and impact prognosis?  
*Angela Dispenzieri, MD*

9:20 am Panel discussion

9:30 am Coffee break

#### Session II: Myeloma Treatment

Moderator: *Ruben Niesvizky, MD*

9:50 am What is the best first-line treatment for transplant-eligible patients?  
*Jean-Luc Harousseau, MD*

10:10 am What is the best first-line treatment for transplant-ineligible patients?  
*Antonio Palumbo, MD*

10:30 am What is the best treatment for patients with relapsed myeloma?  
*Paul Richardson, MD*

10:50 am Extramedullary disease: A fatal condition or is there hope for an effective therapy?  
*Joan Bladé, MD*

11:10 am Panel discussion

11:30 am Break for lunch symposium

#### Session III: Special Considerations in Myeloma

Moderator: *Sundar Jagannath, MD*

1:30 pm Renal insufficiency: Cause and impact on treatment selection  
*Sundar Jagannath, MD*

1:45 pm Osteonecrosis of the jaw: Prevention and treatment  
*Ashraf Badros, MD*

2:00 pm Thrombogenesis: Causes and prevention  
*Antonio Palumbo, MD*

2:15 pm Panel discussion

#### Session IV: Special Lectures

Moderator: *Morton Coleman, MD*

2:25 pm Presentation of the best Myeloma abstract

2:35 pm The SASS Foundation for Medical Research Award Ceremony

*Francis P. Arena, MD* - President & Director of Research for the SASS Foundation

Presentation: *Joseph Michaeli* Award for Contributions to Myeloma Research

Presenter: *Paul Richardson, MD*

Recipient: *Kenneth C. Anderson, MD, MA*

2:45 pm Going for the cure or is making myeloma a chronic disease good enough?  
*Kenneth C. Anderson, MD, MA*

3:10 pm Coffee break

#### Session V: Transplantation

Moderator: *Tsiporah Shore, MD*

3:30 pm When should a transplant be performed? As initial treatment or at relapse?  
*Jean-Luc Harousseau, MD*

3:50 pm Goldie-Coldman/Norton-Simon hypotheses: The embodiment in Total Therapy?  
*Bart Barlogie, MD, PhD*

4:10 pm Allogeneic transplantation  
*Sergio Giralt, MD*

4:30 pm Panel discussion

4:45 pm Adjourn

# Scientific Agenda

## Friday – October 22, 2010

- 8:00 am Welcome  
8:05 am Introduction  
*Morton Coleman, MD*

### Session VI: Myeloma and Lymphoproliferative Malignancies: Emerging Agents on Their Way to a Pharmacy Near You

- Moderator: *Asher A. Chanan-Khan, MD*  
8:10 am Key signal transduction pathways in lymphoma  
*Ronald Gartenhaus, MD*  
8:30 am Novel IMiDs compounds  
*Asher A. Chanan-Khan, MD*  
8:45 am Novel proteasome inhibitors  
*Ruben Niesvizky, MD*  
9:00 am Novel chemotherapeutic agents  
*Owen A. O'Connor, MD, PhD*  
9:15 am Novel monoclonal antibodies  
*Myron S. Czuczman, MD, PhD*  
9:30 am Panel discussion  
9:40 am Coffee break

### Session VII: Waldenstrom's Macroglobulinemia

- Moderator: *Morton Coleman, MD*  
10:00 am The Bruce Waterfall Memorial Lecture: What is the best frontline treatment?  
*Irene M. Ghobrial, MD*  
10:30 am What is the best treatment for relapsed disease?  
*Roger G. Owen, MD*  
10:50 am Novel approaches to WM  
*Richard R. Furman, MD*  
11:10 am Complications of high IgM - cryoglobulins and hyperviscosity: Plasmapheresis – when is it indicated and how effective is it in both WM and myeloma?  
*Michael Wang, MD*  
11:30 am Panel discussion  
11:45 am Break for lunch symposium

### CLL SESSION

#### Session VIII: From Bench to Bedside

- Moderator: *Richard R. Furman, MD*  
1:45 pm Biology of CLL  
*Thomas Kipps, MD*  
2:05 pm Biochemical pathways: Targets to be exploited?  
*Richard R. Furman, MD*  
2:25 pm Making the diagnosis: Is monoclonal B-cell lymphocytosis a real entity?  
*Tait D. Shanafelt, MD*  
2:45 pm Response evaluation: Is a complete remission necessary or just a surrogate marker for good prognosis?  
*Michael J. Keating, MB, BS*  
3:05 pm Coffee break

#### Session IX: Special Presentations

- Moderator: *Morton Coleman, MD*  
3:25 pm Presentation of the best CLL abstract  
3:35 pm The SASS Foundation for Medical Research Award Ceremony  
*Francis P. Arena, MD* - President & Director of Research for the SASS Foundation  
Presentation: *John Ulmann Award* for Contributions to CLL Research  
Presenters: *Richard R. Furman, MD and Morton Coleman, MD*  
Recipient: *Kanti Rai, MD*  
3:45 pm Prognostic factors: Do they have a role in treatment decisions and timing?  
*Kanti Rai, MD*

#### Session X: CLL Treatment

- Moderator: *Michael J. Keating, MB, BS*  
4:05 pm What is the best frontline approach to treatment?  
*Neil E. Kay, MD*  
4:25 pm What is the best approach for patients with relapsed disease?  
*Asher A. Chanan-Khan, MD*  
4:45 pm Panel discussion  
4:55 pm Adjourn

## Saturday – October 23, 2010

8:00 am Welcome  
*Morton Coleman, MD*

### LYMPHOMA SESSION

8:05 am Introduction  
*John P. Leonard, MD*

#### Session XI: Lymphoma Biology and Pathogenesis

Moderator: *Rita Shaknovich, MD*

8:10 am Tumor microenvironment and lymphoma pathogenesis

*Jia Ruan, MD, PhD*

8:30 am Targeting epigenetics as lymphoma therapy

*Ari Melnick, MD*

8:50 am Panel discussion

#### Session XII: Hodgkin's Disease

Moderator: *Ann LaCasce, MD*

9:00 am Epidemiologic aspects of lymphoma: How can it help us manage our patients?

*Speaker Invited*

9:20 am Is radiation an anachronism in Hodgkin's disease?

*George P. Canellos, MD*

9:40 am ABVD vs BEACOPP: Can we tailor therapy to fit the patient?

*Ann LaCasce, MD*

10:00 am Panel discussion

10:15 am Coffee break

#### Session XIII: T-Cell, Mantle Cell, and Marginal Zone Lymphomas

Moderator: *Peter Martin, MD*

10:45 am What's new in T cell lymphoma

*Rebecca Elstrom, MD*

11:05 am Sorting through the options for initial management of mantle cell lymphoma

*Michael Williams, MD*

11:25 am How to treat MALT lymphoma not responding to antibiotics

*Andrew Zelenetz, MD, PhD*

11:45 am Presentation of the best lymphoma abstract

12:00 pm Break for lunch symposium

#### Session XIV: Follicular Lymphoma

Moderator: *John P. Leonard, MD*

2:00 pm Is there a gold standard for the frontline therapy of FL?

*David G. Maloney, MD, PhD*

2:20 pm What are the most promising new agents for B-cell lymphoma?

*John P. Leonard, MD*

2:40 pm Who should we treat with CNS prophylaxis in DLBCL?

*Steven H. Bernstein, MD*

2:55 pm Panel discussion

3:05 pm Coffee break

#### Session XV: Aggressive Lymphoma

Moderator: *Rebecca Elstrom, MD*

3:25 pm What is the best initial therapy for Burkitt's lymphoma?

*John Sweetenham, MD*

3:45 pm Optimal initial management of DLBCL

*Jane Winter, MD*

4:05 pm Imaging patients with DLBCL: More, less, how?

*Rebecca Elstrom, MD*

4:25 pm Treatment of the elderly patient with relapsing DLBCL

*Morton Coleman, MD*

4:45 pm Panel discussion

4:55 pm Adjourn



# Lymphoma & Myeloma 2010

An International Congress on Hematologic Malignancies

October 21-23, 2010 | New York, New York | The Waldorf=Astoria

## Congress Organizer



4325 Alexander Drive  
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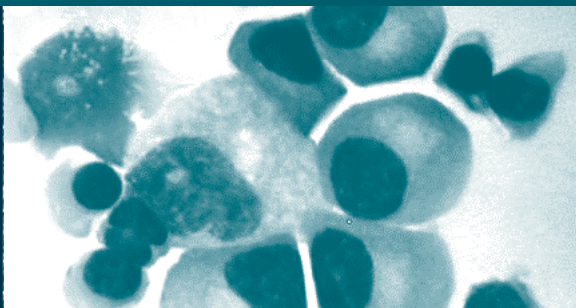
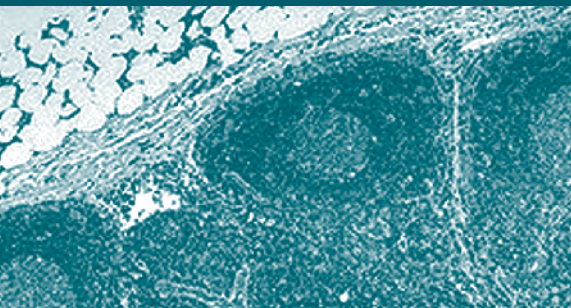
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As one of the first "grand hotels" to combine luxurious elegance with a myriad of amenities and services, the Waldorf=Astoria has been world renowned for over a century. With a reputation for unparalleled hospitality and service, the Art Deco landmark beckons New Yorkers and visitors alike. Since 1893, The Waldorf=Astoria has epitomized the quintessential luxury hotel experience. Each spacious, individually decorated guest room and suite offers a rewarding union of timeless elegance and up-to-the-moment convenience, luxurious comfort and classic sophistication. The legendary shops of Fifth and Madison Avenues are only minutes away, as are numerous art galleries and specialty shops. The hotel itself is home to some of the world's most luxurious boutiques.

For the convenience of attendees, a limited number of rooms have been reserved until September 24, 2010 at a discounted rate of \$409.00 single/double occupancy, plus tax, currently at 14.25% and a \$3.50 per night occupancy tax. This rate is not guaranteed outside the congress dates or after September 24, 2010.

To reserve your room please contact the Waldorf=Astoria reservations department at (877) 476 8792 or visit the hotel's website at [www.waldorf.com](http://www.waldorf.com). To receive the group rate, callers must identify themselves as being with the Lymphoma & Myeloma 2010 group. Internet users must enter the Group/Convention Code: LYM. Reservation requests received after September 24, 2010 may not be guaranteed the group rate.



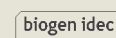
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The following companies have provided an educational grant in support of this conference:

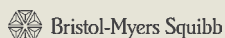
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## Quotes from Your colleagues:

*Congress was superb!*

*Excellent update – Thanks!*

*Excellent congress; I'm not in the field, but look forward to updates*

*This was my first Imedex-sponsored congress; excellent program!*

## Exhibitor Opportunities

The following companies are exhibitors at this Conference:



Exhibit space is available to companies interested in participating in this conference through exhibition. For more information, please contact Imedex at +1 (678) 242 0719 or by email at [exhibits@imedex.com](mailto:exhibits@imedex.com).

# Lymphoma & Myeloma 2010

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October 21-23, 2010  
New York, New York

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SPECIALTY:  Hematology  Medical Oncology  Pathology  Radiation Oncology  Surgery  
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## REGISTRATION FEES

### Regular

\$495 Physicians

\$345 Pharmacists\*

(If payment received by October 14, 2010)

\$99 Nurses/Residents/Students\*

\*proof of eligibility must

accompany registration

\*cannot be combined with any  
other discounts

### Full/Onsite

\$595 Physicians

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(To register after October 14, 2010)

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**NOTE:** After October 7, 2010 only credit card payments will be accepted for pre-registration.

To pre-register, registration and payment must be received no later than October 14, 2010. Please register onsite after this date. Contact Imedex at +1 (678) 242 0906 or visit our website at [www.imedex.com](http://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](mailto:meetings@imedex.com) no later than October 14, 2010. The amount of registration fees remitted, minus a \$75 administrative charge, will be refunded after the congress. Substitutions are accepted with written notification. No refunds will be made after October 14, 2010.

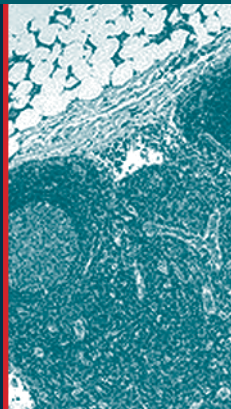
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# Registration fees

**Regular** (Physicians) \$495 .....(Pharmacists)\* \$345  
If payment received by October 14, 2010

**Full/Onsite** (Physicians) \$595 .....(Pharmacists)\* \$395  
To register after October 14, 2010

**Nurses/Residents/Students\*** .....\$99  
\*proof of eligibility must accompany registration \*cannot be combined with any other discounts



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**To Register:** You may register online by October 14, 2010 at [www.imedex.com](http://www.imedex.com), by calling Imedex at +1 (678) 242 0906, or by returning the registration form in this announcement by mail or fax. If you mail the form, please keep a copy for your records. Registration confirmations will be issued before the meeting.

To qualify for special registration fees, registration and full payment must be received by Imedex by the dates specified.

**Payment:** To pre-register, registration and payment must be received no later than October 14, 2010. Please register onsite after this date. Contact Imedex at +1 (678) 242 0906 or visit our website at [www.imedex.com](http://www.imedex.com) to ensure the course is being held as scheduled and to confirm that the meeting is not full. Registration fees must be remitted by credit card or check. Checks should be made payable to Imedex. Attendee is not registered until full payment is received.

**Registration Fee Inclusions:** Registration fees include admittance to all scientific sessions, congress materials, processing of certificates of attendance or continuing medical education, and all event functions as specified in the agenda.

**Cancellation:** For registration fees to be refunded, written notice of cancellation must be received at [meetings@imedex.com](mailto:meetings@imedex.com) no later than October 14, 2010. The amount of registration fees remitted, minus a \$75 administrative charge, will be refunded after the congress. Substitutions are accepted with written notification. No refunds will be made if notice is received after October 14, 2010.

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 is subject to change without notice.

### The Registration and Information Desk will be staffed:

**Thursday, October 21, 2010:**  
7:00 am – 5:00 pm

**Friday, October 22, 2010:**  
7:30 am – 5:00 pm

**Saturday, October 23, 2010:**  
7:30 am – 5:00 pm

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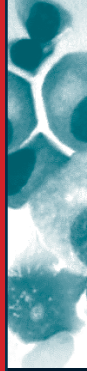
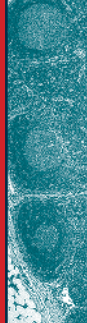


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# Lymphoma & Myeloma 2010

An International Congress on Hematologic Malignancies

October 21-23, 2010 | New York, New York | The Waldorf=Astoria



## Important Dates

**Abstract Submission  
Deadline**

July 22, 2010

**Abstract Notifications  
Mailed**

August 27, 2010

**Abstract Presenter  
Registration Deadline**

October 7, 2010

**Regular Registration  
Deadline**

October 14, 2010

**Presentation Dates**

October 21 – 23, 2010

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