A comprehensive conference by internationally recognized speakers presenting the most recent developments in lymphoma and transplantation.

August 15-19, 2011

Grand Hyatt Kauai Resort & Spa
Koloa, Hawaii

CONFERENCE DIRECTORS

James O. Armitage, MD
Joe Shapiro Professor of Medicine
Division of Oncology and Hematology
Department of Internal Medicine
University of Nebraska Medical Center

Julie M. Vose, MD
Neumann M. and Mildred E. Harris Professor
Chief, Division of Oncology and Hematology
Department of Internal Medicine
University of Nebraska Medical Center

unmc.edu/panpacificlymphoma
The University of Nebraska Medical Center, Center for Continuing Education invites you to participate in the 2011 Pan Pacific Lymphoma Conference on August 15-19, 2011 at the Grand Hyatt Kauai Resort & Spa, Koloa, Hawaii.

Trusted for a decade for its educational excellence, this international conference brings together over 500 members of the multidisciplinary lymphoma clinical team including oncologists, hematologists, pathologists, clinical scientists, and nurses. A full complement of research and clinical case presentations, symposiums, posters, and exhibits make this conference one of the largest gatherings of clinicians and researchers specializing in the area of lymphoma and transplantation.

We invite you to confirm your support and corporate commitment to the highest standards of research in hematology/oncology. Join us at the 2011 Pan Pacific Lymphoma Conference by contributing or exhibiting at the conference.

Why Support and Exhibit at the 2011 Pan Pacific Lymphoma Conference

The conference provides excellent opportunities for supporters and exhibitors to:

• Engage with key thought leaders in the area of lymphoma and transplantation
• Interact with over 500 renowned clinicians, scientists, and experts from across the US and around the globe who are involved in the care of lymphoma patients
• Increase visibility among conference attendees during breakfast and refreshment breaks located in exhibit area
• Introduce and promote new products and services
• Receive complimentary conference registrations for company representatives to attend the educational sessions
• Be acknowledged on conference materials
• Receive access to preregistration list
ABOUT THE CONFERENCE

CONFERENCE HISTORY
The UNMC-sponsored Pan Pacific Lymphoma Conference was first held in 1994 with subsequent conferences held biennially. Over the years, the format of the conference has evolved from focusing only on medical education to including nursing and pathology components. Additionally, the conference has expanded to include symposiums designed to provide more focused educational opportunities in the areas of hematology/oncology.

TARGET AUDIENCE
The 2011 Pan Pacific Lymphoma Conference is specifically designed for hematologists, oncologists, pathologists, clinical scientists, nurses, and other healthcare professionals who are involved and/or interested in the management of patients with Hodgkin lymphoma (HL), non-Hodgkin lymphoma (NHL), and chronic lymphocytic leukemia (CLL). For the upcoming conference, we are anticipating about 500-600 attendees from all over the world.

GENERAL INFORMATION
Location: Grand Hyatt Kauai Resort & Spa
1571 Poipu Road
Koloa, Hawaii 96756
Conference Dates: August 15-19, 2011
Symposium Dates: August 16-19, 2011
Exhibit Dates: August 15-19, 2011

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EDUCATIONAL OBJECTIVES
At the conclusion of the conference, the participants should be better able to:
1. Explain the role of Positron Emission Tomography (PET) scanning in treatment decisions
2. Evaluate the place of high dose chemotherapy and stem cell transplantation for NHL
3. Identify novel therapies currently in clinical trials for NHL and HL
4. Summarize the diagnosis and treatment of rare types of lymphoma
5. Review the optimum therapy for early stage NHL and HL

CREDIT
Continuing Medical Education (CME) for physicians will be provided by the UNMC Center for Continuing Education. Nursing credits will be provided by the UNMC College of Nursing Continuing Nursing Education.

The University of Nebraska Medical Center, Center for Continuing Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The University of Nebraska Medical Center College of Nursing Continuing Nursing Education is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

FOR MORE INFORMATION
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Center for Continuing Education
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Omaha, NE 68198-6800

Email: bram@unmc.edu
Telephone: +1-402-559-9250
+1-877-832-6924
Fax: +1-402-559-5915
CONFERENCES CONTENT

MEDICAL EDUCATIONAL COMPONENT

Clinical Questions for Common Lymphomas

• Aggressive T-Cell Lymphomas – Lymphoma Research Foundation
• Hodgkin Lymphoma in the Elderly
• Localized DLBCL – What Are The Current Treatment Options?
• Controversy: Should Subtypes of Advanced Stage DLBCL Be Treated Differently?
• Controversy: Localized Hodgkin Lymphoma – Should Any Patient Receive Radiation Therapy?
• Should PET Scanning Be Used to Direct Therapy for Advanced Hodgkin Lymphoma?
• How Should We Treat Lymphocyte Predominant Hodgkin Lymphoma?
• Controversy: Is Follicular Lymphoma a Curable Lymphoma?
• Is Watch-and-Wait Still Appropriate for Some Patients with Follicular Lymphoma?
• Transplantation for Follicular Lymphoma – Does It Still Have a Role?
• Update on NCCN Guidelines for NHL – How Are The Guidelines Used?

CLINICAL CASE CONFERENCE

• Should FL1/2 Be Treated Differently Than FL3?
• How Should We Treat Hodgkin Lymphoma That Is CD20 Positive?

Clinical Questions and New Drugs for Uncommon Lymphomas

• Mantle Cell Lymphoma – What Is The Current Standard of Care for Older and Younger Patients?
• What Are The Newer Agents That Have Clinical Activity in MCL?
• Chronic Lymphocytic Leukemia – Current Standard of Care for High Risk Patients?
• Novel Agents for Targeting the B-Cell Receptor Activity in CLL/SLL
• CNS and Leptomeningeal Lymphomas – Update on Treatment Options
• Lymphomatoid Granulomatosis
• T-Cell Lymphoma – Clinical Overview of WHO Classification
• PTCL – Use of Aggressive Regimens and Stem Cell Transplantation – What Subtypes Benefit?
• PTCL – Update on Novel Therapies
• The Spectrum of Cutaneous T-cell Lymphomas – Standard and Novel therapies

CLINICAL CASE CONFERENCE

• How Should We Treat DLBCL in Older Patients?
• Treatment for Patients with Indolent Lymphoma Other Than Follicular
Rare Types of Lymphoma and Novel Agents for Lymphoma

- Novel Agents for Targeting the B-Cell Receptor, Signal Transduction and Kinase Pathways
- Agents Targeting the Stromal Elements of the Lymph Node
- Inducing Apoptosis in Lymphoma Cells Through Novel Agents
- Monoclonal Antibodies Other Than CD20 for NHL and HL
- Other CD20 Monoclonal Antibodies – Comparison to Rituximab
- Translational Research in Lymphoma: Where Do We Stand?
- Current Therapy Options for Extranodal Marginal Zone Lymphoma
- Update on Current Therapy for Lymphoblastic Non-Hodgkin Lymphoma
- What is the Best Therapy for Burkitt Lymphoma or “Double Hit” Lymphoma?

NURSING EDUCATIONAL COMPONENT

- Lymphoma Survivorship Among Young Adults - Lymphoma Research Foundation
- Case Studies: Mantle Cell Lymphoma
- Classification and Treatment of T-Cell Lymphoma
- Novel Therapies
- CLL and SLL: Prognosis and Treatment
- CNS Lymphoma
- Transplantation for Lymphoma
- The Role of the Oncology Nurse Case Manager in the Care of the Lymphoma Patient
- Infection Issues in Lymphoma
- Radiation Oncology: Recent Advances

PATHOLOGY EDUCATIONAL COMPONENT

- Epidemiology of NHL Around the World
- Peripheral T-cell Lymphomas
- Primary Splenic B-Cell Lymphomas
- Hodgkin Lymphomas
- Follicular Lymphoma: Molecular Pathogenesis
SCHEDULE OF EVENTS

Monday, August 15, 2011
NURSING EDUCATIONAL COMPONENT
7:30 AM Conference Registration
8:00 AM - 12:15 PM Educational Sessions

Tuesday, August 16, 2011
NURSING EDUCATIONAL COMPONENT
7:30 AM Conference Registration
8:00 AM - 12:00 PM Educational Sessions
RECENT ADVANCES IN HEMATOLOGY COMPONENT
7:30 AM Conference Registration
8:30 AM - 12:15 PM Educational Sessions
1:00 - 3:00 PM Symposium
7:00 - 10:00 PM Conference Welcome Reception

Wednesday, August 17, 2011
MEDICAL EDUCATIONAL COMPONENT
7:00 AM Conference Registration
7:15 AM - 12:10 PM Educational Sessions
1:00 - 3:00 PM Symposium
3:00 - 5:00 PM Clinical Case Conferences

Thursday, August 18, 2011
6:15 - 8:15 AM Symposium
MEDICAL EDUCATIONAL COMPONENT
7:30 AM Conference Registration
8:30 AM - 12:10 PM Educational Sessions
1:00 - 3:00 PM Symposium
3:00 - 5:00 PM Clinical Case Conferences
7:00 - 10:00 PM Conference Dinner

Friday, August 19, 2011
6:15 - 8:15 AM Symposium
MEDICAL EDUCATIONAL COMPONENT
7:30 AM Conference Registration
8:00 AM - 12:10 PM Educational Sessions

This was a very rewarding learning experience!

Excellent conference; appreciated quality content with leaders in the field; especially the accessibility of faculty for questions, case presentation – can’t get same interaction at ASH! Look forward to attending Pan Pacific 2011 and bringing what we learn "home to clinic." Great balance of sessions and free time.
CONFERENCE SUPPORT OPPORTUNITIES

Maximize exposure to leading professionals in the lymphoma and transplantation community. As a conference supporter, your company will be prominently acknowledged on conference signage, on the conference website, and in the conference syllabus.

Please note: The fees listed below do not include exhibit fees.

PLATINUM SUPPORTER: $75,000

This exclusive, top support level ensures that your organization will receive the highest possible visibility at the 2011 Pan Pacific Lymphoma Conference. This support level will receive:

• Complimentary meeting space to conduct a solely supported two hour symposium
• Complimentary meeting space for a two hour meeting focused on thought leader interactions
• Five (5) “tuition waived” conference registrations
• Acknowledgement of support on final program announcement
• Recognition in all conference materials listed under Platinum Supporter

GOLD SUPPORTER: $55,000

This prestigious support level ensures that your organization will receive prominent visibility at the 2011 Pan Pacific Lymphoma Conference. This support level will receive:

• Complimentary meeting space to conduct a two hour multi-supported symposium
• Complimentary meeting space for a two hour meeting focused on thought leader interactions
• Three (3) “tuition waived” conference registrations
• Acknowledgement of support on final program announcement
• Recognition in all conference materials listed under Gold Supporter

* Exclusive times are reserved for each symposium. Time assignment will be made in the order in which applications are received and funded.
SILVER SUPPORTER: $35,000
This principal support level ensures that your organization will receive outstanding visibility at the 2011 Pan Pacific Lymphoma Conference. This support level will receive:

- Two (2) “tuition waived” conference registrations
- Acknowledgement of support on final program announcement
- Recognition in all conference materials listed under Silver Supporter

BRONZE SUPPORTER: $25,000
This notable support level ensures that your organization will receive remarkable visibility at the 2011 Pan Pacific Lymphoma Conference. This support level will receive:

- One (1) “tuition waived” conference registration
- Acknowledgement of support on final program announcement
- Recognition in all conference materials listed under Bronze Supporter

COPPER SUPPORTER: $20,000
Copper Supporters help the UNMC Center for Continuing Education bring together the many key elements of a successful conference. This support level will receive:

- Acknowledgement of support on final program announcement
- Recognition in all conference materials listed under Copper Supporter

Names are included in the final brochure if UNMC Center for Continuing Education receives a support commitment form on or before November 15, 2010.
Symposiums are a benefit of the PLATINUM SUPPORTER. However, two Gold Supporters may collaborate to offer a symposium.

There are five exclusive time slots available for symposiums at the 2011 Pan Pacific Lymphoma Conference.

Historically, symposiums are attended by up to 200 conference participants.

In addition to the benefits of a Platinum Supporter (or Gold Supporter for multiple hosts), by hosting a symposium, your company will be entitled to:

- Complimentary meeting space to conduct the two hour symposium
- *AMA Category 1 Credit™* provided by the UNMC CCE for the two hour symposium
- ANCC nursing credit from the UNMC CON-CNE for the two hour symposium
- Complimentary mailing list of preregistrants for dissemination of your symposium announcement (for one time use)
- One promotional email (designed by a logistics provider and approved by UNMC CCE) will be sent by UNMC CCE to all preregistered attendees
- Acknowledgement of conference support and symposium on conference registration signage, website, and on final conference materials

Symposiums for the 2011 Pan Pacific Lymphoma Conference will be asked to adhere to new requirements and procedures. All symposium proposals must be reviewed and approved by the Pan Pacific Lymphoma Conference Chairs prior to submission to potential supporters. All symposium proposals must be submitted to potential supporters by the UNMC CCE, as the accredited provider. All funds will be made payable to UNMC CCE with distributions made to third parties upon agreed payment schedule. The purpose of these new procedures is to more completely separate the scientific and educational content from commercial entities and to comply with evolving rules and guidelines for continuing medical education.

There is a $15,000 accreditation fee for each symposium as well as a $20 per attendee certificate fee.

**DEADLINES**

**May 1, 2011**

Deadline for submission of symposium proposals for content review by the conference directors and submission to potential supporters.

All educational derivatives from the 2011 Pan Pacific Lymphoma Conference must be approved by the 2011 Pan Pacific Lymphoma Conference Directors and the UNMC CCE prior to funding being requested and secured. All educational derivatives will be ACCME accredited by the UNMC CCE. Any derivatives not abiding by this rule will result in further banning from participating in future Pan Pacific Lymphoma Conferences.
EXHIBITS

EXHIBIT FEE: $15,000

Reinforce your organization’s position or introduce your presence by exhibiting at the 2011 Pan Pacific Lymphoma Conference.

The exhibit fee includes:

• One 6-foot draped table for tabletop exhibit for the five day conference
• Complimentary printed list of pre-registered conference attendees

The exhibits will be located adjacent to the main conference area. Continental breakfasts and refreshment breaks will be located in the exhibit area. Exhibitors will be acknowledged in conference materials, signage, and website.

A complete exhibitor guide, including rules and regulations, vendor contact information, and shipping information will be sent to confirmed exhibitors in May 2011.

DEADLINES

June 1, 2011
Deadline for supporter/exhibitor application and full payment. Applications received after this date will be accepted subject to availability.
UNMC DEPARTMENT OF INTERNAL MEDICINE
DIVISION OF ONCOLOGY AND HEMATOLOGY

The UNMC Department of Internal Medicine, Division of Oncology and Hematology is renowned for the diagnosis, therapy, and research of lymphoma and has treated patients from all over the world. Patients come for consultation, initial diagnosis, second opinions, standard chemotherapy, participation in clinical research trials, and bone marrow/stem cell transplants.

The Division of Oncology and Hematology is comprised of 18 physicians with four specializing in lymphoma. The Division is interested in the diagnosis and treatment of all malignancies (cancers) that occur in adults. Treatment may include chemotherapy and immunotherapy, including vaccines and radioimmunoconjugates. High dose therapy with bone marrow or peripheral stem cell transplantation is also available. The division boasts a world-renowned peripheral stem cell transplantation program, directed by Anne Kessinger, MD, who pioneered the technique. The Division's Oncology physicians specialize in many types of cancers including: lymphomas, leukemia, urologic, breast, lung, gastric and pancreatic, brain cancer, melanoma, hepatocellular and solid tumors. Care for patients with incurable cancers is also available.

The Division of Oncology and Hematology is a member of the National Comprehensive Cancer Network (NCCN), an alliance of the nation's 15 leading cancer centers. NCCN centers develop and institute standards of care for the treatment of cancer and perform outcomes research with the goal of ensuring the delivery of high quality, cost-effective services to cancer patients nationwide.

UNMC CENTER FOR CONTINUING EDUCATION

The UNMC Center for Continuing Education is nationally recognized for providing excellent quality educational activities for primary care and specialty physicians as well as other health care professionals. Fully accredited by the Accreditation Council for Continuing Medical Education (ACCME) and the Accreditation Council for Pharmacy Education (ACPE), the UNMC CCE is among the country’s first accredited providers of continuing medical education (CME). The mission of the UNMC CCE is to support the continuing professional development of healthcare professionals within Nebraska, the region, and the nation.
SUPPORT AND EXHIBIT FORM

Pan Pacific Lymphoma Conference
August 15-19, 2011 • Grand Hyatt Kauai Resort & Spa • Koloa, Hawaii

COMMERCIAL SUPPORT PREFERENCES

☐ My company would like to SUPPORT the 2011 Pan Pacific Lymphoma Conference with an educational grant
   (A letter of agreement may be required).

☐ Platinum ($75,000)  
☐ Gold ($55,000)  
☐ Silver ($35,000)  
☐ Bronze ($25,000)  
☐ Copper ($20,000)

[Box for multi-supported symposium]

Please indicate your preferred time slot for your two-hour symposium. Rank your preferences (1 through 5 with 1 being your first choice and 5 being your last choice). Symposia will be scheduled on a first come first serve basis.

☐ Tuesday, August 16, 2011 1:00 - 3:00 pm
☐ Wednesday, August 17, 2011 1:00 - 3:00 pm
☐ Thursday, August 18, 2011 6:15 - 8:15 am
☐ Thursday, August 18, 2011 1:00 - 3:00 pm
☐ Friday, August 19, 2011 6:15 - 8:15 am

Deadline of submission of symposium proposals for content review is May 1, 2011.

EXHIBIT APPLICATION

☐ My company would like to EXHIBIT at the 2011 Pan Pacific Lymphoma Conference ($15,000).

COMPANY INFORMATION

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PAYMENT INFORMATION (All payments must be made in US dollars)

☐ Check or money order is enclosed (Made payable to UNMC Center for Continuing Education. Federal ID: 47-0049123)

☐ Please charge to my credit card
  ☐ American Express
  ☐ MasterCard
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Signature

Please forward completed form and payment to:
Brenda Ram, CMP
UNMC Center for Continuing Education
986800 Nebraska Medical Center
Omaha, NE 68198-6800

Phone 402-559-9250
Fax 402-559-5915
Email bram@unmc.edu

PLEASE REMIT PAYMENTS BY: June 1, 2011