



SWOG GROUP MEETINGS 2010

Sponsor/Exhibitor Information

SPRING MEETING

April 14-17, 2010

Hyatt Regency San Francisco

San Francisco, California

FALL MEETING

October 20-23, 2010

Hyatt Regency Chicago

Chicago, Illinois



ABOUT THE SOUTHWEST ONCOLOGY GROUP (SWOG)

Since 1956, SWOG has made invaluable contributions to the field of cancer treatment and prevention, supporting a network of over 8,250 physician-researchers, clinical research associates and nurse oncologists from 450 institutions throughout the United States.

SWOG member institutions are the most influential research sites in the country, including 19 NCI-designated cancer centers. All physicians meet strict medical and ethical requirements, and undergo intensive Study Coordinator training in order to conduct the Group's protocols.

SWOG's mission to eradicate cancer is achieved through cutting-edge clinical trials in treatment and prevention. Approximately 120 clinical trials are underway at any given time.

SWOG GROUP MEETINGS: EXHIBITOR PROGRAM

SWOG celebrates past successes and plans for an effective, bold and productive future in cancer clinical trials at biannual group meetings.

Along with critical plenary sessions, group meetings provide a forum to review progress, conduct Group business and determine future research directions. For over 30 years, these meetings have proven to be a vital aspect of the oncology-group model. They provide essential opportunities for physicians, researchers, statisticians and nurse oncologists to discuss trial progress and development, research and therapies in various fields of adult cancer treatment and prevention.

At each meeting, SWOG presents industry partners with the opportunity to exhibit their products and services over a two-day period. Benefits of participation include interaction with and exposure to over 1,300 oncology professionals per meeting, high-profile placement of display areas and inclusion of name and/or logo on meeting materials.

EXHIBITION DATES

SPRING MEETING

April 15 8 am–4 pm

April 16 7 am–12:15 pm; 2:45–4 pm

FALL MEETING

October 21 8 am–4 pm

October 22 7 am–12:15 pm; 2:45–4 pm

During the break exhibitors are invited to attend SWOG's plenary session.

PLACEMENT OF EXHIBITORS

The Hope Foundation assures that exhibitors are located in areas that best facilitate exchange of ideas and information between investigators and industry representatives. Exhibition space is guaranteed in high-traffic hotel areas with all amenities reserved for exhibitors. Specific location of exhibitor tables is determined by the level of support.



SWOG EXHIBITING REGULATIONS AND POLICIES

To be provided upon registration. Please contact Courtney Wille, Meetings Manager at 210.614.8808 for specifications on shipping arrangements and location.

INDEMNIFICATION

The exhibitor indemnifies and agrees to hold harmless the Southwest Oncology Group, The Hope Foundation, and the hotel where the meeting is located ("Hotel"), and its subsidiaries. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the hotel, its owners, managers, officers or directors, agents, employees, affiliates and subsidiaries from any damages or charges resulting from the

Exhibitor's use of property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

SPONSOR/EXHIBITOR RATES

LEVEL	SPRING AND FALL MEETINGS	SPRING OR FALL MEETING ONLY
Bronze	\$5,000	\$3,000
Silver	\$10,000	\$6,000
Gold	\$15,000	\$9,000
Platinum	\$20,000	\$12,000



APPLICATION FORM

Contact Name _____

Company _____

Address _____

City/State/Zip _____

E-mail _____

Telephone _____

Fax _____

Company URL _____

Level of membership (circle one)

Platinum

Gold

Silver

Bronze

Attending which group meeting (circle one)

Spring (San Francisco)

Fall (Chicago)

Both (San Francisco and Chicago)

REGISTRATION INFORMATION

Erin Bratkovich
erin@thehopefoundation.org

Phone: 734-998-6888
Fax: 734-998-7181

SPECIFICATIONS AND SHIPPING INFORMATION

Please contact Group Meetings Manager:

Courtney Wille
cwille@swog.org

Phone: 210-614-8808
Fax: 210-614-0006

Checks made payable to:

The Hope Foundation
24 Frank Lloyd Wright Drive
P.O. Box 483
Ann Arbor, MI 48106

Phone: 734-998-7150
Fax: 734-998-7181
Tax ID: 74-2655302

In order to have your company's name appear as an exhibitor in the Spring Group Meeting Agenda Book, complete application must be received by **March 5, 2010**.

Completed applications should be sent or faxed to The Hope Foundation, address as stated above.

For payment information, please contact Erin Bratkovich of The Hope Foundation: erin@thehopefoundation.org
For space and shipping details, please contact Courtney Wille, SWOG Meetings Manager: cwille@swog.org

ABOUT THE HOPE FOUNDATION

The Hope Foundation, the philanthropic arm of SWOG, accepts charitable donations from individuals, corporations and foundations to support the Group's efforts. The Foundation invests funds in all areas that sustain SWOG's mission, including continuing medical education, fellowship programs, specialized training courses, restricted research funds and group meeting support.

For more information about The Hope Foundation, contact:

Johanna (Jo) Horn, Executive Director

734.998.7150 or jo@thehopefoundation.org