



Society for Immunotherapy of Cancer

2011 Support & Exhibit Opportunities

Program Support

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General Support

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SITC Support Opportunities

General Information

SITC 2011 Programs

*Moving Cancer Immunotherapy Forward...
...From Bench to Bedside.*

November 1-2, 2011
Masur Auditorium on the NIH Campus
Bethesda, MD

Don't miss the thought leaders in cancer immunotherapy; from basic and clinical researchers in academia and industry to physicians, regulators, and students.

November 3-6, 2011
Bethesda North Marriott Hotel & Conference Center
North Bethesda, MD

COMPREHENSIVE

SITC gathers cancer immunotherapy leaders in academia, industry and regulatory agencies from around the world.

"This meeting is the perfect size for learning what I need to know, and for meeting the leading researchers in the field."

– Janet Siebert, MS
CytoAnalytics

INCLUSIVE

All attendees contribute to our collaborative effort to improve the science for better cancer patient outcomes.

"Last year's meeting provided opportunities to form new collaborations, brought me up to date on the results of recent clinical trials, gave insights into the latest pre-clinical research, and provided helpful educational sessions."

– Michael A. Curran, PhD
Memorial Sloan-Kettering Cancer Center

INNOVATIVE

From the bench to the bedside, SITC advances the field of cancer immunotherapy/biological therapy.

"...the only meeting of its kind where physician clinical investigators are side by side PhD scientists whether in a lecture or beside a poster presentation discussing their work and providing the truest opportunities for education, collaboration, and translation."

– F. Stephen Hodi, MD
Dana-Farber Cancer Institute

Connect with experts and support cutting-edge science!

PROGRAM SUPPORT

See what's on the agenda for SITC in 2011.

*Annual Meeting: Pg 4
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GENERAL SUPPORT

Support SITC and its members with a contribution.

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EXHIBIT

Connect with key decision makers in clinical trials and research labs.

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The premier venue for innovation, interaction and education in cancer immunotherapy!

Over **500 global leaders** in cancer immunotherapy/biological therapy gather at the SITC Annual Meeting and Associated Programs for high-level scientific exchange, collaboration, and education in a single, **intimate setting**. SITC is the venue that brings together **ALL the experts** in basic, clinical, and translational cancer immunotherapy research to learn, discuss, and move the science forward.

Attendance Totals for the SITC Annual Meeting & Associated Programs

2011	North Bethesda, MD	500-600 expected
2010	Washington, D.C.	569
2009	Washington, D.C.	537
2008	San Diego, CA	409
2007	Boston, MA	448
2006	Los Angeles, CA	404
2005	Alexandria, VA	557

Audience

One-on-One Access To

- Top Experts
- Laboratory Investigators
- Clinical Trial Leaders
- Product Decision Makers

Specializing In

- Dendritic Cells
- Monoclonal Antibodies
- Cancer Vaccines
- Cytokines
- Immunotherapy Combinations

- Engineered Receptors and Adoptive Cell Therapy
- Immunoconjugates
- Immune Adjuvants
- Immune Monitoring / Biomarkers
- Tumor Microenvironment
- Targeted Therapeutics

2010 Meeting Attendees

Disease States Represented

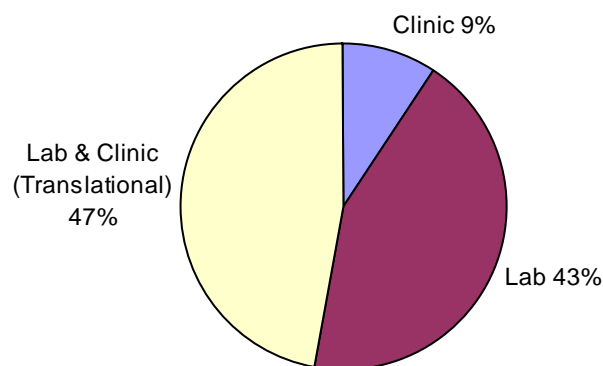
SITC attendees represent the full spectrum of both solid tumors and hematologic malignancies, including:

- Melanoma
- Breast
- Prostate
- Lung
- Leukemia
- Lymphoma
- Colorectal
- Hepatocellular
- Ovarian
- Head & Neck
- Kidney/Renal Cell
- Neuroblastoma

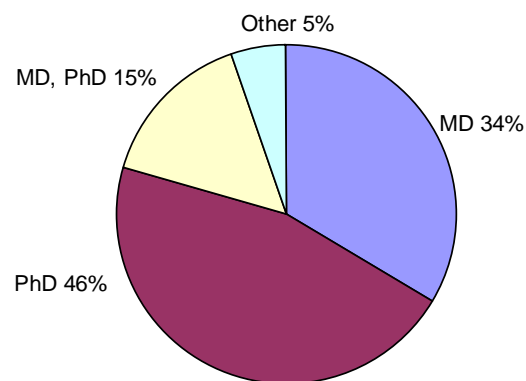
Medical Specialties Represented

- Immunotherapy
- Medical Oncology
- Cell Biology
- Molecular Biology
- Hematology
- Stem Cell Biology
- Internal Medicine
- Transplantation
- Surgical Oncology
- Pharmacology/Toxicology
- Genetics
- Microbiology
- Pediatric Oncology
- Gynecologic Oncology
- Pathology
- Radiation Oncology
- Radiology
- Dermatology

2010 Attendees: Research & Practice*



2010 Attendee Credentials*



*Of attendees reporting

26th Annual Scientific Meeting

The SITC 26th Annual Meeting allows for scientific exchange of the most cutting-edge preclinical and clinical data on immunotherapies and biological therapy of cancer. The program will include dynamic presentations, interactive panel discussions and scientific posters on the most timely topics in cancer immunotherapy as well as vital information on clinical trial design and regulatory issues to advance collaboration and translation of cancer immunotherapies.

Attendees will include basic and clinical investigators from academic institutions, industry and regulatory agencies, including clinicians, basic and translational researchers, graduate students, post-doctoral fellows, and allied health professionals involved in cancer research.

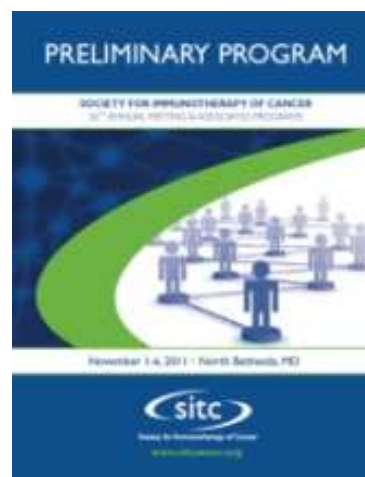
Organizers

Charles G. Drake, MD, PhD – *Johns Hopkins University*

Dolores J. Schendel, PhD – *Helmholtz Zentrum München; German Research Center for Environmental Health
Institute of Molecular Immunology*

Jeffrey Schlom, PhD – *National Cancer Institute, National Institutes of Health*

Jedd D. Wolchok, MD, PhD – *Memorial Sloan-Kettering Cancer Center*



Meeting Features

- Expert Lectures
- Oral Abstract Presentations
- Networking Opportunities
- Poster Presentations
- Young Investigator Abstract Awards
- Exhibit Hall
- Early Registration Discounts

Session Topics

- Biology and Application of Dendritic Cells
- Immunology of Cancer Stem Cells and Epithelial-to-Mesenchymal Transition (EMT)
- Uncoupling Negative Regulation in the Tumor Microenvironment
- Genetically Engineered Receptors and Adoptive Cell Therapies
- Characterization of Inflammatory Infiltrates in Human Cancers;
- State of the Art Animal Models and Veterinary Applications for Cancer and Immunology
- High Throughput Technologies for Immune Monitoring
- Prostate Cancer as a Learning Model

Through its integrated programs, SITC promotes productive collaboration among scientists and other organizations in the field. Ultimately, the scientific exchange and collaborative environment fostered at the SITC Annual Meeting will lead to better cancer patient outcomes with novel cancer immunotherapies.

Program Goals

- Exchange information on the most recent advances in tumor immunology and cancer immunotherapy
- Understand recent advances in biology and immunotherapy as they relate to specific cancers and various immunotherapy modalities, cell subsets, animal models, and aspects of negative regulation in the tumor microenvironment
- Identify promising research opportunities, new techniques and clinical applications incorporating these advances
- Establish dialogue between academia, industry and government on these advances

"The iSBTc (now SITC) meeting is the one organized event that I look forward to, each fall, as the place to learn of the latest progress and concepts in translational and clinical cancer immunotherapy. In addition to outstanding programs and presentations, it provides a chance to network with other researchers from academia, government and industry, all with common interests in applied cancer immunology."

– Paul M. Sondel, MD, PhD
University of WI

SITC Support Opportunities

2011 Annual Meeting

General Program Support **\$1,000 to \$100,000+**

Associate your company with educational excellence by supporting SITC's highly valuable and relevant educational programs. General educational support for each of SITC's 2011 programs is available in levels from \$1,000 to Platinum. Refer to the chart on page 14 for more details.

Annual Meeting Final Program **\$15,000**

Align your company with the top science in the field by supporting the most referenced educational publication onsite. Have your logo and full-page acknowledgement included with the high value educational content of speaker and award winner abstracts as well as program schedules and faculty listings.

Poster Abstract Book **\$10,000**

Get acknowledgment as a supporter of the best research in cancer immunotherapy by having your name and logo on the cover of this book which contains the 200+ abstracts submitted to SITC. This is a highly-utilized educational resource throughout the conference and at home as delegates continually reference the best science and posters in the field.

Young Investigator Awards **\$2,500 each**

Connect your name with excellence by supporting the achievements of the "up and coming" stars in the cancer immunotherapy / biologics field with a Young Investigator Award. Award recipients are selected by SITC leadership and based on the merit of submitted abstracts. Ten (10) awards available.

Meet-the-Expert Session **\$1,000/table or \$10,000 sole support**

Contribute to the development of future stakeholders in the field by supporting a table at this session geared toward early career scientists. Topics such as developing collaborations, writing grants, publishing papers, and managing a research lab will be included. Seven (7) tables available.

Program Advertisements **Variable Rate**

Get a targeted message to the top experts and decision makers in immunotherapy/biological therapy community by including your quarter or half page non-product specific advertisement in the Preliminary Program, Annual Meeting Final Program, Summit, Workshop or Primer Syllabus. Call the SITC Executive Office for variable rates.

Preliminary Program **\$20,000**

Get acknowledgement on the reference publication most widely-circulated and utilized by delegates. Your logo and full-page acknowledgement will be displayed as people use this tool to research abstract information, program schedules, registration forms and travel information. Monthly electronic updates keep this piece relevant throughout the year.

Online Program Proceedings **\$15,000**

Connect your company with the enduring educational materials that are highly valued by delegates following the programs. Your logo and acknowledgement will be included on highly-accessed web pages that include program summaries, speaker slides, and schedules.

SITC Meetings Website **\$10,000**

Pair your name with the high educational goals of the 2011 SITC programs by having your logo and a link to your website on the most highly accessed electronic pages in the SITC meetings website. Content includes program descriptions, target audience, program goals, faculty lists, and expected outcomes.

Evening Poster Reception **\$25,000**

An excellent opportunity to align your company with the top science in the field. Have your name and message on signs throughout the poster area where presenters showcase their cutting-edge data and interact with the leaders in immunotherapy. Additional visibility through listings on event tickets, program website and in program books. Held November 4th, accompanied by light refreshments.

Presidential Poster Reception **\$30,000**

An excellent opportunity to align your company with the top science in the field. Have your name and message on signs throughout the poster area where presenters showcase their cutting-edge data and interact with the leaders in immunotherapy. Additional visibility through listings on event tickets, program website and in program books. Held November 5th, accompanied by light refreshments.

Exhibit Booth **\$1,500 - \$10,000**

Have face-to-face interaction with delegates as they enjoy refreshments and walk among the posters and exhibits located adjacent to the session rooms. See page 15 for additional exhibit information.

Summit on Cell Therapy for Cancer

The Summit on Cell Therapy for Cancer will include dynamic discussions and lectures by leaders in the field to provide an in-depth review of the state-of-the-art of cell therapy as a cancer immunotherapy. The 1½ day program will include presentations on the latest research on induced pluripotent stem cells, reprogramming immune cells and translational considerations, various cell therapy modalities, regulatory considerations, methods for T cell expansion, biomarkers, adoptive immune therapies for melanoma, persistence of transferred cells, differentiation of human and mouse immune stem cells, and clinical trials that will impact cell therapies from the perspective of the Cancer Immunotherapy Trials Network (CITN).

NOVEMBER 1 - 2, 2011
Masur Auditorium
NIH Campus

Organizers

David Stroncek, MD – *Clinical Center, National Institutes of Health (NIH)*

John O'Shea, MD – *National Institutes of Health, National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIH/NIAMS)*

Cornelis J. M. Melief, MD, PhD – *Leiden University Medical Center*

Program Goals

- Review current research on pluripotent stem cells and reprogramming immune cells with implications for clinical translation
- Summarize recent results with cell therapies as a cancer immunotherapy using various cell types and modalities, with considerations on cellular phenotypes associated with long-term persistence
- Examine regulatory considerations for cell therapies for cancer
- Explore the latest methods for expanding T cells and the use of biomarkers to evaluate T cell therapies
- Summarize clinical trials from the Cancer Immunotherapy Trials Network (CITN) that will impact cell therapies

"The recent iSBTc [now SITC] annual meeting was a truly valuable meeting for me to gain an understanding of new developments in the field of cancer immunotherapy, in my work to provide oversight as the program director of the new Cancer Immunotherapy Trials Network funded by the NCI. The meeting was organized as a compelling sequence of sessions focused on the major areas of timely interest to those in the field, including, as a satellite session from the iSBTc Biomarker Task force, the important area of predictive biomarkers for immunotherapy. In that immunotherapy trials implemented in the CITN are expected to be linked to studies of biomarkers associated with outcome, an update of progress in this area from the Taskforce was particularly informative. Finally, the Hot Topics session on the last morning which focused on the status of studies of CTLA4 blockade utilizing anti-CTLA4 monoclonal antibodies as a therapeutic was particularly timely, as we expect to include this agent in our immunotherapy agent toolbox for use in the forthcoming clinical trials in the CITN."

– *William D. Merritt, PhD*
National Cancer Institute

View additional program information including schedules, expected outcomes, and registration fees at:

www.sitcancer.org/meetings

SITC Support Opportunities

2011 Summit

General Program Support **\$1,000 to \$100,000+**

Associate your company with educational excellence by supporting SITC's highly valuable and relevant educational programs. General educational support for each of SITC's 2011 programs is available in levels from \$1,000 to Platinum. Refer to the chart on page 14 for more details.

Summit Syllabus **\$10,000**

Get acknowledgment as a supporter of the best research and scholarly discussion on Cell Therapy for Cancer by having your name and logo on the cover of the single source for Summit information onsite. This is a high-value educational tool for delegates as they reference the schedule, pre-workshop documents, speaker abstracts and faculty information.

Program Advertisements **Variable Rate**

Get a targeted message to the top experts and decision makers in immunotherapy/biological therapy community by including your quarter or half page non-product specific advertisement in the Preliminary Program, Annual Meeting Final Program, Workshop or Primer Syllabus. Call the SITC Executive Office for variable rates.

Preliminary Program **\$20,000**

Get acknowledgement on the reference publication most widely-circulated and utilized by delegates. Your logo and full-page acknowledgement will be displayed as people use this tool to research abstract information, program schedules, registration forms and travel information. Regular updates keep this piece relevant throughout the year.

Online Program Proceedings **\$15,000**

Connect your company with the enduring educational materials that are highly valued by delegates following the programs. Your logo and acknowledgement will be included on highly-accessed web pages that include program summaries, speaker slides, and schedules.

SITC Meetings Website **\$10,000**

Pair your name with the high educational goals of the 2011 SITC programs by having your logo and a link to your website on the most highly accessed electronic pages in the SITC meetings website. Content includes program descriptions, target audience, program goals, faculty lists, and expected outcomes.

Multiple supporters accepted for all opportunities unless otherwise stated.

"A wonderful and most timely effort to synchronize scientific progress."

- Paul Lehmann, MD, PhD, Founder, Owner, and CEO of CTL

Workshop on Immunotherapy Combinations

This one-day workshop includes presentations by leaders in the field as well as panel discussions on strategies combining various cancer immunotherapies and conventional cancer treatments. Logistical issues in immunotherapy combination trials will be presented, including from the regulatory, legal, and industry perspectives, and from the perspective of independent academic investigators. Current clinical trial efforts on immunotherapy combinations will be discussed, emphasizing considerations and applications for future trials.

**NOVEMBER 3, 2011
NORTH BETHESDA, MD**

Organizers

Alan J. Korman, PhD – *Bristol-Myers Squibb Company*
Ignacio Melero, MD, PhD – *University of Navarra, Spain*
Hideho Okada, MD, PhD – *University of Pittsburgh Cancer Institute*
Suzanne L. Topalian, MD – *Johns Hopkins University School of Medicine*

Program Goals

- Critically evaluate treatment approaches that combine two or more cancer immunotherapies, including blockade of negative regulation, various therapeutic antibodies, cancer vaccines, and T cell-based therapies to identify promising strategies
- Examine modes of action of cancer immunotherapies that point to effective immunotherapeutic combinations
- Explore current data on combining immunotherapies with conventional cancer therapies, including dosing and timing of chemotherapy, targeted therapeutics, radiotherapy and surgery to define optimal strategies for combination therapy
- Identify critical logistical considerations for immunotherapy combinations from a regulatory, legal, industry and academic medicine perspective to advance clinical trials and application of effective immunotherapy combinations
- Examine what has been learned from successful clinical trials on cancer immunotherapies and how to extend these considerations into other combination strategies to improve cancer outcomes

**View up-to-date
faculty lists at:**

www.sitcancer.org/meetings/am11/workshop11/112

Session Topics

- Immunotherapy Combination with Other Immunotherapies
- Immunotherapy Combinations with Conventional Cancer Therapies
- Logistical Issues: Regulatory, Legal, Industry and Academic Perspectives
- Clinical Trial Efforts – What Have We Learned?

**View additional program
information including
schedules, expected
outcomes, and registration
fees at:**

www.sitcancer.org/meetings

SITC Support Opportunities 2011 Workshop

General Program Support **\$1,000 to \$100,000+**

Associate your company with educational excellence by supporting SITC's highly valuable and relevant educational programs. General educational support for each of SITC's 2011 programs is available in levels from \$1,000 to Platinum. Refer to the chart on page 14 for more details.

Workshop Webinar **\$20,000**

Have your logo included on the top enduring material from SITC's Workshop on Immunotherapy Combinations. Your support will be acknowledged as professors, students, doctors, research leaders, and clinical oncologists log on to the SITC website to learn the state of art in basic, clinical and translational research in immunotherapy combinations. Webinar features video and slide presentations of Workshop speakers for rebroadcasting on demand from the SITC website.

Workshop Syllabus **\$10,000**

Get acknowledgment as a supporter of the best research and scholarly discussion on Immunotherapy Combinations by having your name and logo on the cover of the single source for Workshop information onsite. This is a high-value educational tool for delegates as they reference the schedule, pre-workshop documents, speaker abstracts and faculty information.

Program Advertisements **Variable Rate**

Get a targeted message to the top experts and decision makers in immunotherapy/biological therapy community by including your quarter or half page, non-product specific advertisement in the Preliminary Program, Annual Meeting Final Program, Summit, or Primer Syllabus. Call the SITC Executive Office for variable rates.

Preliminary Program **\$20,000**

Get acknowledgement on the reference publication most widely-circulated and utilized by delegates. Your logo and full-page acknowledgement will be displayed as people use this tool to research abstract information, program schedules, registration forms and travel information. Monthly electronic updates keep this piece relevant throughout the year.

Online Program Proceedings **\$15,000**

Connect your company with the enduring educational materials that are highly valued by delegates following the programs. Your logo and acknowledgement will be included on highly-accessed web pages that include program summaries, speaker slides, and schedules.

SITC Meetings Website **\$10,000**

Pair your name with the high educational goals of the 2011 SITC programs by having your logo and a link to your website on the most highly accessed electronic pages in the SITC meetings website. Content includes program descriptions, target audience, program goals, faculty lists, and expected outcomes.

"In 2010 it was my first time at SITC/iSBTc, and I found it very satisfying. I plan to attend the meeting every year."

– Dr. Alberto Grossi
ULS 4 Prato

Multiple supporters accepted for all opportunities unless otherwise stated.

Primer on Tumor Immunology and Cancer Immunotherapy

**NOVEMBER 3, 2011
NORTH BETHESDA, MD**

The SITC Primer on Tumor Immunology and Cancer Immunotherapy is designed to provide a foundation for understanding core immunology principles as they relate to basic and clinical research in immunotherapy of cancer.

The audience for this annual, one-day educational program includes students, post-doctoral fellows, and technicians from academia and industry as well as physicians and scientists at more senior levels who wish to solidify their understanding of tumor immunology and immunotherapy.

Prominent investigators will summarize central themes and recent research in tumor immunology and cancer immunotherapy, including innate immunity, dendritic cells, T cell differentiation and intracellular signaling, and the tumor microenvironment as well as recent advances in the clinical application of tumor antigens for immunization, co-inhibition / co-stimulation of immune cells, adoptive immunotherapy, and immune monitoring in clinical trials of cancer immunotherapies. These topics will be addressed in a series of lectures by thought leaders in the field and through interactive question and answer discussions.

**View up-to-date
faculty lists at:**

www.sitcancer.org/meetings/am11/primer11/108

Organizers

Walter J. Urba, MD, PhD – *Earle A. Chiles Research Institute*
Mario Sznol, MD – *Yale University School of Medicine*

Program Goals

- Provide a framework of basic immunology to facilitate understanding of more sophisticated principles of tumor immunology and immunotherapy
- Provide a common terminology and knowledge base for participants from many different areas
- Review the biology of innate immunity, dendritic cells, T cell differentiation and intracellular signaling, and the tumor microenvironment as related to recent advances in cancer immunotherapies
- Summarize the principles of and recent advances in the application of tumor antigens for immunization, co-inhibition / co-stimulation of immune cells, adoptive immunotherapy, and immune monitoring in clinical trials of cancer immunotherapies
- Provide the opportunity for dialogue and professional interactions that promote collaboration and scientific exchange

Session Topics

- Innate Immunity
- Dendritic Cells
- T Cell Differentiation: From Naïve to Effector Cells
- T Cell Intracellular Signaling
- Immunobiology of the Tumor Microenvironment
- Tumor Antigen, Tumor Immunogenicity and Immunization
- Coinhibition / Costimulation
- Adoptive Immunotherapy
- Immune Monitoring

**View additional program
information including
schedules, expected
outcomes, and registration
fees at:**

www.sitcancer.org/meetings

SITC Support Opportunities

2011 Primer

General Program Support **\$1,000 to \$100,000+**

Associate your company with educational excellence by supporting SITC's highly valuable and relevant educational programs. General educational support for each of SITC's 2011 programs is available in levels from \$1,000 to Platinum. Refer to the chart on page 14 for more details.

Primer Webinar **\$20,000**

Contribute to continued learning by supporting the top enduring material from SITC's popular Primer program. Your support will be acknowledged as professors, students, doctors, research leaders, and general oncologists log on to the SITC website to gain a basic understanding of tumor immunology. Webinar features video and slide presentations of Primer speakers for rebroadcasting on demand from the SITC website.

Primer Syllabus **\$10,000**

Support the education of students studying the science and general oncologists learning to implement new immunotherapy treatments through support of the single source for Primer information onsite. This high-value educational tool contains the schedule, speaker slides and abstracts and faculty information. Support acknowledged by including your name and logo on the front cover of the syllabus.

Preliminary Program **\$20,000**

Get acknowledgement on the reference publication most widely-circulated and utilized by delegates. Your logo and full-page acknowledgement will be displayed as people use this tool to research abstract information, program schedules, registration forms and travel information. Monthly electronic updates keep this piece relevant throughout the year.

Program Advertisements **Variable Rate**

Get a targeted message to the top experts and decision makers in immunotherapy/biological therapy community by including your quarter or half page non-product specific advertisement in the Preliminary Program, Annual Meeting Final Program, Workshop or Primer Syllabus. Call the SITC Executive Office for variable rates.

Multiple supporters accepted for all opportunities unless otherwise stated.

Online Program Proceedings **\$15,000**

Connect your company with the enduring educational materials that are highly valued by delegates following the programs. Your logo and acknowledgement will be included on highly-accessed web pages that include program summaries, speaker slides, and schedules.

SITC Meetings Website **\$10,000**

Pair your name with the high educational goals of the 2011 SITC programs by having your logo and a link to your website on the most highly accessed electronic pages in the SITC meetings website. Content includes program descriptions, target audience, program goals, faculty lists, and expected outcomes.

"iSBTc [SITC] provides terrific opportunities for researchers to learn and communicate; the progress in this area is well demonstrated during the meeting."

*- Jiaqiang Ren, MD, PhD
National Institutes of Health*

SITC Support Opportunities

2011 General Society Support

General Society Support

Help support education and research in the biological/immunotherapy community with general society support.

Journal Subscriptions for Members

\$25,000/quarterly

Associate your company and your message with the dissemination of critical developments and information within the immunotherapy field by providing subscriptions of the scholarly Journal of Immunotherapy to SITC members. Your full page advertisement will be placed in a selected issue and your logo included on the SITC website.

Electronic Newsletter

\$2,500/per issue

Enhance your exposure to all the potential customers in the SITC network including members, meeting attendees, and collaborators. Your logo and banner advertisement will be included with SITC society news, current events, program information, Board, member and award winner profiles, committee activities and society initiatives in a selected issue.

Charitable Contributions

Any Amount

Help SITC in its goal of improving cancer patient outcomes through the application of biological / immunotherapy. Gifts support the mission, goals, and initiatives of SITC. Donors are acknowledged on promotional materials and the SITC website throughout the year.

SITC Trust

Any Amount

Increase funding for research, education, and training in the biological / immunotherapy field by contributing to the SITC Trust. Donors are acknowledged on promotional materials and the SITC website throughout the year.

"A truly fantastic meeting...This meeting has more and more clearly crystallized as THE main meeting of the year."

*- Per thor Straten, PhD
Centre for Cancer Immune Therapy*

Website Development and Enhancements

\$20,000

Increase your visibility among the 1500+ people visiting the SITC website monthly by having your logo on general pages within the website. Support exciting enhancements including general cancer immunotherapy information pages, newsroom microsite, calendar of events, and Board/Member/Award Winner profiles and reorganization of high-value areas such as past meetings, education slide sets, accomplishments, and society documents.

"The spirit of collaboration, optimism, hope and accomplishment was palpable at the iSBTC meeting this year. The clinical achievements in immunotherapy have catalyzed the field to work harder and achieve more. The most important aspect of the meeting to me was the summit of leaders from all immunotherapy organizations put together by Bernie Fox. Having a worldwide commitment to advancing the field through so many collaborative groups was quite empowering."

*- Jedd D. Wolchok, MD, PhD
Ludwig Center for Cancer Immunotherapy,
Memorial Sloan-Kettering Cancer Center*

Annual Meeting & Associated Programs—Additional Support Opportunities

Increase your customer base and market your company, institution, products, or services through SITC's many marketing opportunities.

Wi-Fi Access in Session Areas \$50,000/day

Have your name and logo associated with the most requested delegate service by supporting complimentary Wi-Fi for delegates in SITC session rooms. Benefit from the high visibility as delegates see your logo each time they access the internet.

Conference Tote Bags* 15,000*

Have your logo on the shoulder of every delegate both at the conference and at home! Tote bags are distributed to all program attendees and contain each program's education materials.

Name Badge Lanyards* \$10,000*

Put your name next to all the leaders' in immunotherapy/biological therapy by including your logo on neckcords holding each delegate's name badge throughout the conference.

Spiral Notebook* \$8,500*

Have your name and logo visible to delegates and their colleagues as they reference their meeting notes both at the conference and at home.

**Denoted opportunities are not available to corporations which are engaged in activities related to producing, marketing, reselling or distributing health care goods or services consumed by or used on patients.*

Multiple supporters accepted for all opportunities unless otherwise stated.

"A great opportunity for networking!"

– Sandra Demaria, MD
New York University
School of Medicine

Hotel Key Cards* 7,500*

Have your logo in the hands of every delegates staying at the Bethesda North Marriott Hotel! Customized guest room keys will bear your logo and tagline. Design must be pre-approved by SITC.

Welcome Letter \$5,000

Have the first opportunity to reach delegates when they arrive onsite by including your logo and message on the SITC Welcome Letter distributed at the hotel registration desk as delegates check in.

Conference Bag Inserts \$2,500 each

Inserts are the perfect opportunity to showcase new products, advertise job openings, draw traffic to your website or exhibit booth, recruit trial participants, etc. Your material can be in the hands of every program delegate! *SITC pre-approval required.*

"The SITC is a group of friends with a common purpose and desire to grow together. For my research group, the annual meeting has become an essential moment of scientific exchange and training."

– Vladia Monsurrò, PhD
University of Verona Medical School

SITC Support Opportunities

2011 General Program Support

General Program Support

Associate your company with educational excellence and gain maximum exposure by supporting SITC's highly valuable and relevant educational programs. Support levels and corresponding benefits for general support of the following programs are detailed in the chart below.

2011 Programs

- **Summit on Cell Therapy for Cancer** – November 1-2 , 2011
- **Primer on Tumor Immunology and Cancer Immunotherapy** – November 3, 2011
- **Workshop on Immunotherapy Combinations** – November 3, 2011
- **26th Annual Meeting** – November 4-6, 2011

General Program Support Levels and Benefits

Support Level >>	Platinum	Gold	Silver	Bronze	Copper
Benefits of Support	\$100,000+	\$99,999 to \$50,000	\$49,999 to \$25,000	\$24,999 to \$10,000	up to \$9,999
Featured acknowledgement in issue of SITC's official journal, <i>Journal of Immunotherapy</i>	X				
Inclusion of logo on 2011 online program registration form	2 mos.	1 mo.			
Priority exhibit booth placement (Exhibit space is at an additional cost)	X	X			
Recognition in SITC material throughout 2011 (E-newsletter, website, etc.)	X (5 times)	X (2 times)	X (1 time)		
Face-to-face meeting with SITC executive leadership	X	X	X		
A link on the SITC program website from your logo to your website	X	X	X		
Acknowledgement on slide shown between 2011 program sessions	X	X	X		
Complimentary program registrations	4	2	1	discounted	
Mailing list of program delegates	electronic (2 times)	electronic (1 time)	printed (1 time)	printed (1 time)	
Listing in the <i>Preliminary Program</i> with logo (on website)	X	X	X	X	X
Listing in the <i>Final Program</i> with logo (in print and electronic versions)	X	X	X	X	X
Listing recognizing support level on SITC website and onsite signs	X	X	X	X	X
Supporter ribbons for organization representatives at program	X	X	X	X	X

Annual Meeting Exhibit Information

- **Meet** the global thought leaders in immunotherapy/biological therapy of cancer
- **Interact** with key investigators and clinicians who evaluate and purchase your products/services
- **Gain insight** into new and innovative uses of your products/services by speaking with experts on the cutting-edge of the science
- **Generate** new leads
- **Achieve** your sales/business development objectives

"iSBTc [now SITC] offers a forum to hear and engage with the best and brightest minds presenting the latest work in translational immunotherapy for cancer."

– Kim Margolin, MD
 University of Washington

All these opportunities are yours by participating in the SITC 26th Annual Meeting exhibition, **North America's largest meeting** focused on cancer immunotherapy / biological therapy. Don't miss this tremendous opportunity for one-on-one contact with all the people **you need to see**.

THE forum for immunotherapy and biological therapy of cancer!

Who should exhibit?

- Biotechnology companies
- Pharmaceutical companies
- Scientific supply companies
- Research companies/agencies
- Consulting groups
- Informatics/analysis firms
- Medical equipment suppliers
- Data management companies
- Medical device manufacturers
- Regulatory agencies
- Medical publishers
- Cancer organizations/
foundations
- Universities/hospitals/research
institutions

Exhibiting Deadlines & Hours

Application Deadline	September 16, 2011
Exhibit Installation	Thursday Nov. 3: 9:00am – 5:00pm
Exhibit Hall Hours	Friday Nov. 4: 10:00am - 8:00pm Saturday Nov. 5: 10:00am – 8:00pm
Required Staffing Times	Friday Nov. 4: 11:30am – 1:30pm (Lunch) Friday Nov. 4: 6:15pm – 8:00pm (Reception) Saturday Nov. 5: 11:30am – 1:30pm (Lunch) Saturday Nov. 5: 6:15pm – 8:00pm (Reception)
Exhibit Dismantlement	Saturday Nov. 5: 8:00pm – 9:30pm

Past SITC Exhibitors

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> • Accuri Cytometers • BioLegend, Inc • Biologics Consulting Group • Bristol-Myers Squibb • CellGenix/American Fluoroseal • Cellular Technology Limited • Eisai Oncology • Elsevier • EMD Serono • Flexcare Clinical Research | <ul style="list-style-type: none"> • Genitope Corporation • Genzyme Corporation • IDM Pharma • Immudex • Invitrogen • JPT Peptide Technologies • Mabtech, Inc. • Miltenyi Biotec GmbH • NeoMPS, Inc. • Nexcelom | <ul style="list-style-type: none"> • Northwest Biotherapeutics • Novartis Oncology • Onyx Pharmaceuticals • Pfizer Oncology • PGxHealth • Rules Based Medicine • Schering-Plough • Seppic • TreeStar • Prometheus |
|---|---|---|

Exhibit Booth Information

Booth Packages

The following exhibit packages are available for organizations wishing to exhibit at the SITC 26th Annual Meeting. All exhibit packages include booth space, complimentary Meeting and Guest registration(s), and Exhibitor badges. See the listings below for fees and additional inclusions. Additional booth equipment can be ordered from the exhibitor service kit provided to exhibitors following application approval and booth assignment.

Premier Exhibitor \$10,000 Support Level	Deluxe Exhibitor \$5,000 Support Level	Basic Exhibitor \$1,500 Support Level
<ul style="list-style-type: none"> • 10' x 20' Exhibit Space • 120-volt electrical hook-up • 1 Undraped table • 2 Chairs • 4 Annual Meeting registrations • 8 Exhibit Staff badges • 4 Guest registrations (grants admittance to receptions) • Priority booth placement • Electronic delegates listing • 25% Advertising discount in programs 	<ul style="list-style-type: none"> • 10' x 10' Exhibit Space • 1 Undraped table • 2 Chairs • 2 Annual Meeting registrations • 4 Exhibit Staff badges • 4 Guest registrations (grants admittance to receptions) • Priority booth placement • Electronic delegates listing • 10% Advertising discount in programs 	<ul style="list-style-type: none"> • 10' x 10' Exhibit Space • 1 Annual Meeting registration • 2 Exhibitor Staff badges • 2 Guest registrations (grants admittance to receptions)

Booth Information

1. Exhibit fees include draped backwall/siderails and identification sign for each booth.
2. The exhibit area is carpeted. If desired, additional carpet may be rented or personally provided.
3. Exhibit fixtures may not exceed 8 feet in height. Fixtures more than 4 feet in height must be placed at least 4 feet from the aisle line to avoid blocking the sight line from the aisle to adjoining booths.
4. Booths must be clean following move-in. SITC may order cleaning if booth appears unsightly.
5. Booth package inclusions are listed above. Additional materials/services may be ordered from the exhibitor service kit.
6. Exhibit staff is limited for each booth (see packages above) and all staff are required to have badges. Exhibit Staff badges allow entry to the Exhibit Hall only.
7. Exhibit booth assignments will be based on priority then assigned on a first-come, first-served basis. Full payment of booth rental fee must be received prior to booth assignment. Final assignment of booth space is at the discretion of SITC.
8. A floor plan of the exhibit hall with booth selection information will be sent following the exhibit application deadline.
9. The exhibit area will be open to delegates. As such, SITC, the exhibit service contractor, and the meeting venue shall not be held responsible for any loss or damage to exhibitor property.
10. Cancellations will be accepted in writing until September 29, 2011. A full refund minus a processing charge of \$50 will be granted. **No refunds will be given for cancellations made after September 30, 2011.**

Additional Exhibit Information

Official Service Contractor

An official exhibit service contractor will be designated by SITC prior to the Annual Meeting. They will offer equipment rental, material handling, cleaning and labor services to all exhibitors through the Exhibitor Service Kit and will assure that all work is performed in accordance with local union and facility regulations. The Contractor may also staff an onsite Exhibitor Service desk during periods of the exhibition to address exhibitor questions and onsite needs.

Exhibitor Service Kits

Exhibitors will receive a service kit following booth assignment. The kit will contain information on:

- Important dates & deadlines
- Freight shipping & handling
- Labor regulations & rates
- Furniture, display, & other decorating rentals
- Electrical & telephone hook-up
- A/V & computer rental
- Hotel reservations & rates
- Show hours

Exhibitor Rules and Regulations

In applying for exhibit space, exhibitors agree to abide by the following regulations:

1. Compliance with the Americans with Disabilities Act (ADA) within the exhibitor's booth.
2. Attire of exhibit personnel should be consistent with the business casual atmosphere of the convention.
3. Only SITC-approved decals, pins, and ribbons may be affixed to delegate or exhibitor badge holders.
4. Demonstrations by exhibitors must be pre-approved by SITC, must occur within exhibitor's assigned booth space, and may not interfere with normal traffic flow nor infringe on neighboring exhibits.
5. Canvassing or distribution of advertising material outside of an exhibitor's booth is prohibited.
6. SITC must be notified if an exhibitor plans to distribute food or beverage items in the exhibit hall. All such items must be approved by SITC and ordered directly from the meeting venue.
7. Smoking is prohibited in all Annual Meeting activity areas.
8. Subletting of exhibit space is not permitted. Sharing is only allowed within divisions of the same company.
9. SITC reserves the right to reject any exhibit application; to reject, prohibit, restrict, or otherwise require modification of any exhibit; and to evict any exhibitor whose conduct or materials are objectionable to SITC for any reason.
10. Illuminated displays and other equipment requiring electrical current must conform to local electrical codes. More information on the specific requirements for electrical equipment will be included in the exhibitor service kit.
11. Exhibit booth set up/dismantling may only occur during times determined by SITC unless pre-approval is granted in writing by a member of the SITC staff. Early departure or late set up may result in a \$500 fee.
12. Exhibitors are required to conform to all local labor regulations in the installation/dismantlement of their booth fixtures. More information on the specific labor regulations will be included in the exhibitor service kit.
13. Prize contests, awards, drawings, raffles, lotteries or gaming devices of any kind are prohibited.
14. Giveaways and samples may be distributed from your exhibit booth in compliance with applicable guidelines (see below.)
15. Selling of products/services is prohibited. Order forms may be distributed, but no payments may be accepted.
16. SITC is a high-level, professional conference governed by industry best practices, integrity and excellence. To ensure the highest standards are met, SITC encourages exhibitors' compliance with all applicable guidelines and regulations:
 - PHRMA Code on Interactions with Healthcare Professionals: www.phrma.org/about/principles-guidelines/code-interactions-healthcare-professionals
 - ACCME Standards for Commercial Support: www.accme.org/dir_docs/doc_upload/68b2902a-fb73-44d1-8725-80a1504e520c_uploaddocument.pdf
 - AMA Physician's Recognition Awards: www.ama-assn.org/ama/pub/upload/mm/455/pra-booklet.pdf
 - AMA Opinion 8.061 - Gifts to Physicians from Industry: www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion8061.shtml
 - AMA Opinion 9.011 - Continuing Medical Education: [/www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion9011.shtml](http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion9011.shtml)

SITC does not assume responsibility for exhibitors' interpretation of material contained within these documents or provide legal advice about their interpretation. Exhibitors should consult with their individual legal counsel regarding adherence and interpretation of the guidelines/codes contained therein.

SITC Profile

Recent advances in immunology and biology have opened up new horizons in the field of cancer therapy, with an upsurge in the integration of new biologic agents into clinical practice. The goals of the Society for Immunotherapy of Cancer are directed towards the rapid dissemination of information in these areas to expedite the safe transfer of both basic and applied research to the clinical setting.

SITC, a 501(c)(3) medical professional society, was founded in 1984 as the Society for Biological Therapy with 40 charter members. SITC currently has over 470 members consisting primarily of MDs, PhDs, RNs, and corporate representatives serving roles as basic scientists, clinical investigators, industry representatives, trainees and industry scientists.

Core Values

Interaction/Integration - Facilitate the exchange of information and education among basic and translational researchers, clinicians, and young investigators; societies and groups sharing the vision and core values of SITC

Innovation - Challenge the thinking and seek the best research in the development of cancer immunotherapy

Translation - Promote the application and understanding of cancer immunotherapy

Leadership - Define what is new and important and effectively communicate it to all relevant stakeholders

Board of Directors

Officer Directors

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Thomas F. Gajewski, MD, PhD
University of Chicago

Vice President

Francesco Marincola, MD
National Institutes of Health (CC/DTM)

Immediate Past President

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Earle A. Chiles Research Institute

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Antoni Ribas, MD
UCLA Medical Center Dolores

Dolores J. Schendel, PhD
Helmholtz Center Munich-German Research Center for Environmental Health

Padmanee Sharma, MD, PhD
MD Anderson Cancer Center

Core Purpose

The society's mission is to improve cancer patient outcomes by advancing the science, development and application of immunotherapy.

Membership by the Numbers

Society Member Breakdown

Domestic Members	375
International Members	97
Member	420
Affiliate	11
Student	23
Emeritus	14
Other	4
MD	168
PhD	198
MD, PhD	81
Other	16
None Listed	9

Total SITC Members 472

SITC Executive Office

555 E. Wells Street, Suite 1100
 Milwaukee, WI 53202
 T: 414-271-2456 ~ F: 414-276-3349
 E-mail: info@sitcancer.org

SITC Support Opportunities

Application for Exhibit Space

Application Deadline: September 16, 2011

Exhibit Contact Details

Contact listed here will receive all exhibit-related correspondence, including invoices, service kits, booth personnel registration, etc.

Contact Name: _____
Contact Telephone: _____ Contact Fax: _____
Contact E-Mail: _____

Company Details

List all information below as it should appear in Final Program Book.

Company Name: _____
Address: _____
City/State: _____ Country: _____ ZIP/Postal Code: _____
Telephone: _____ E-mail: _____
Website URL: _____

We agree to:

1. Provide payment in full by September 16, 2011 must accompany this application. Checks must be made payable to Society for Immunotherapy of Cancer.
2. Abide by all provisions of the Rules and Regulations, as hereby published in the Exhibit Information section of the SITC 2011 Support & Exhibit Opportunities brochure, shall be part of this contract.
3. Email a short company description about your organization in a Word document (75 word max.) for inclusion in the Final Program to ncouto@sitcancer.org, by September 16.

Exhibit Booth Packages: *Please make your choice below.*

- Premier** (10' x 20' booth) **Deluxe** (10' x 10' booth) **Basic** (10' x 10' booth)
\$10,000 \$5,000 \$1,500

An exhibit hall floor plan will be sent to all confirmed exhibitors. Booth assignments will be made based on priority, then first-come, first-served determined by the date and time the completed application is received.

Payment: *(Please select your choice below. Payment must be received with this application.)*

- Check** **VISA** **MasterCard** **American Express** **Discover**

Card Number _____ Expiration Date: _____

Cardholder Name: (please print): _____

Signature: _____ Date: _____

PLEASE RETAIN A COPY OF THIS CONTRACT FOR YOUR FILES.
Return this original application with the appropriate payment information to:

Nadine M. Couto, CMP
SITC Executive Office
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202
Fax: 414-276-3349 or E-mail: ncouto@sitcancer.org

FOR OFFICE USE ONLY: Payment Amount Received _____ Date Received _____ Booth Assigned _____