



Support and Exhibit Opportunities

2009 Programs

- iSBTc-FDA-NCI Workshop on Prognostic and Predictive Immunologic Biomarkers in Cancer
October 28, 2009 – Washington, D.C.
- 24th Annual Meeting
October 29 - 31, 2009 – Washington, D.C.



2009 Educational Activities

iSBTc-FDA-NCI Workshop on Prognostic and Predictive Immunologic Biomarkers in Cancer

October 28, 2009 – Washington, D.C.

Organizers: Lisa H. Butterfield, PhD - *University of Pittsburgh*
Mary (Nora) Disis, MD - *University of Washington*
Samir Khleif, MD - *National Cancer Institute*
Francesco Marincola, MD - *National Institutes of Health*
Magdalena Thurin, PhD - *National Institutes of Health*

The iSBTc is joining the U.S. Food and Drug Administration (FDA), the National Cancer Institute (NCI) and other cancer organizations worldwide in evaluating the use of biomarkers in clinical trials. The Workshop will focus on the unique issues related to immunologic monitoring assays as well as novel methodologies for assessing the immune landscape in cancer.

Global Desired Outcomes

- Establish a "best practices" protocol for the collection and storage of clinical samples for the assessment of immunologic outcomes in clinical trials of immune based therapies.
- Define minimum quality standards for laboratories developing immunologic biomarkers to be used for clinical trial analyses.
- Establish a consensus for performance characteristics of the most common immunologic assays used for the evaluation of immune based therapies and discuss standards for the reporting of immunologic results.
- Evaluate and determine key measures of potential potency of cell based immunotherapeutic products.

Topics to be Addressed

- Standardization and Validation of Immunologic Biomarkers
- Potency of Immunologic Therapy
- Immunologic Signature of Clinical Response
- Centralization of Immunologic Monitoring
- Novel Marker Identification

iSBTc 24th Annual Meeting

October 29 - October 31, 2009 – Washington, D.C.

Organizers: Lieping Chen, MD, PhD - *Johns Hopkins University School of Medicine*
Robert Ferris, MD, PhD, FACS - *University of Pittsburgh Cancer Institute*
Carl H. June, MD - *University of Pennsylvania*
Giorgio Trinchieri, MD - *National Cancer Institute*
Laurence Zitvogel, MD, PhD - *Institute Gustave Roussy*

The iSBTc Annual Meeting facilitates exchange of the most cutting-edge preclinical and clinical data on the use of biological therapies in cancer between basic scientists and clinicians from academic, regulatory and industrial venues. This meeting will provide education on the latest advances and allow investigators to share and build on their data, ultimately leading to better patient outcomes in cancer.

Topics to be Addressed

- Adoptive Transfer
- Cancer and Viral Proteome
- Enhancing Vaccines / Combinations
- Human Immunology
- Inflammation and Cancer - 2008 iSBTc Workshop Update
- Monoclonal Antibodies / Combinations
- Regulated and Activated T Cell Subsets
- Targeted Therapeutics and Biological Therapy

iSBTc 2009 Meeting Support Opportunities

iSBTc-FDA-NCI Workshop

See below and next page

Additional benefits include recognition on Workshop promotional material including website, programs, and onsite signs and material.

24th Annual Scientific Meeting

See below and next page

Additional benefits include recognition on Annual Meeting promotional material including website, programs, and onsite signs and material.

General Support Levels and Benefits

Benefits of Support	Platinum (\$100,000+)	Gold (\$99,999- 50,000)	Silver (\$49,999- 25,000)	Bronze (\$24,999- 10,000)	Copper (\$9,999- 5,000)	Patron (\$4,999- 1,000)
Priority exhibit booth placement (Exhibit space is at an additional cost)	X	X				
Face-to-face meeting with iSBTc executive leadership	X	X	X			
A link on the iSBTc program website from your logo to your website	X	X	X			
Electronic list of meeting delegates	X - two times	X - two times	X - one time			
Listing in the Preliminary Program with logo	X	X	X	X	X	X
Listing in the Final Program with logo	X	X	X	X	X	X
Prominent listing recognizing support level in promotional material including iSBTc website, programs and onsite signs	X	X	X	X	X	X
Supporter ribbons for company/organization representatives at program	X	X	X	X	X	X
Printed list of meeting delegates (one time use)				X	X	

More information available soon at

www.isbtc.org/support

iSBTc Item Support Opportunities

Presidential Award Reception \$30,000

Cocktail/networking reception on October 30, open to all Annual Meeting attendees and showcases the Young Investigator Awards. Supporter receives special recognition at reception and acknowledgment through non-product related signs within reception area, on tickets for event and in iSBTc programs.

Poster Reception \$25,000

Cocktail reception on October 29, open to all Annual Meeting attendees and features poster presentations. Highly interactive activity. Supporter receives special recognition at reception and acknowledgment through non-product related signs within reception area, on tickets for event and in iSBTc programs.

Workshop Reception \$25,000

Cocktail/networking reception on October 28, open to all attendees of the Workshop. Supporter receives special recognition at reception and acknowledgment through non-product related signs within reception area, on tickets for event and in iSBTc programs.

Preliminary Program NOT AVAILABLE \$20,000

Distributed to iSBTc network. Program includes schedule, travel, registration and abstract submission information. Supporter receives acknowledgement through placement of name or logo on front cover and full page advertisement on back cover.

Daily Lunches \$20,000 each

Box lunches provided to all meeting attendees. Supporter receives acknowledgment through non-product related signs within lunch area and on iSBTc signs and programs.

Annual Meeting Final Program \$15,000

Distributed to all Annual Meeting attendees. Primary information source onsite. Program includes meeting schedule, speaker abstracts, poster listing and faculty list. Supporter receives acknowledgement through placement of name or logo on front cover and full page advertisement on back cover.

Conference Bags \$15,000

Distributed to all meeting attendees. Bag contains all onsite program materials. Supporter will participate in the selection of the bag and will be recognized by printing of their name or logo on the conference bag.

Badge Lanyards \$10,000

Distributed to all meeting attendees for display of name badge throughout meeting. Supporter receives acknowledgement through placement of name or logo on lanyards.

Poster Abstract Book \$10,000

Distributed to all meeting attendees. Book includes all poster abstracts and author index. Supporter receives acknowledgement through placement of name or logo on front cover.

iSBTc Meetings Website \$10,000

High visibility among meeting attendees. Site offers current program schedules, travel, registration and abstract submission information. Supporter receives acknowledgement through placement of name or logo and link from logo to website of supporter's choice on iSBTc meetings web pages.

Workshop Syllabus \$10,000

Distributed to all Workshop attendees. Primary information source onsite which includes workshop schedule, speaker abstracts, faculty and reference lists. Supporter receives acknowledgement through placement of name or logo on front cover.

Spiral Notebook \$8,500

Hard cover spiral notebook distributed to all meeting attendees. Supporter will participate in the selection of the notebook and will be recognized by printing of their name or logo on the notebook.

Daily Breakfasts \$7,500 each

Continental breakfast provided to all meeting attendees. Supporter receives acknowledgement through non-product related signs within breakfast area and on iSBTc signs and programs.

Refreshment Breaks \$5,000 each

Refreshments and snacks provided to all meeting attendees. Supporter receives acknowledgement through non-product related signs within refreshment area and on iSBTc signs and programs.

Conference Bag Inserts \$2,000 each

Distributed to all meeting attendees. Inserts may include supporter's supplied promotional material such as a flyer, program, product, job announcement, etc. *iSBTc pre-approval required.*

Program Advertisements \$500 - \$1000

Advertising space available in Preliminary and Final Programs in quarter or half pages; in black/white or color.

Additional opportunities for support will be considered by the iSBTc Leadership as requested. Please contact Chloe Surinak at the iSBTc office at (414) 271-2456 or csurinak@isbtc.org with any additional requests.

iSBTc Exhibit Opportunities

The iSBTc Exhibit Hall will be located near the scientific sessions, posters and food and beverage at the Conference Hotel in Washington, D.C. Pharmaceutical and biotechnology companies, medical publishers, suppliers and device companies, data management companies and research/regulatory agencies are invited to participate.

Exhibit Hall Activities

**Exhibit Application Due Date
August 21, 2009**

Wednesday, October 28, 2009

Afternoon/Evening - Exhibit set up

Thursday, October 29, 2009

Exhibit hall open to delegates (all day)

Friday, October 30, 2009

Morning - Exhibit hall open to delegates

Evening - Exhibit dismantle

Exhibit Levels and Benefits

Benefits of Exhibiting	Premier Exhibitor (\$10,000)	Deluxe Exhibitor (\$5,000)	Basic Exhibitor (\$1,500)
20' x 10' Exhibit Space	X		
10' x 10' Exhibit Space		X	X
Complimentary Annual Meeting/Workshop registration(s)	5	3	1
Complimentary exhibitor badges for booth staff	4	4	4
Complimentary tickets to Workshop, Poster and Presidential Receptions	4	4	4
Priority exhibit booth placement	X	X	
Electronic list of meeting delegates	X - two times	X - one time	
Advertising discount in Preliminary or Final Program	25%	10%	

Information and applications available soon at

www.isbtc.org/support

General Society Support Opportunities

Charitable Contributions any amount

Supports the general educational objectives and initiatives of iSBTc. Supporter will receive acknowledgement through listing as "General Supporter" on promotional material including programs, event signs and iSBTc website.

Journal Subscriptions for Members \$25,000/quarterly

Provided to current iSBTc members 10 times per year, the *Journal of Immunotherapy* is the official journal of iSBTc. The Journal is ranked 24 of 138 in Immunology and has impact factor of 4.837. Supporter receives acknowledgement through listing on iSBTc website and a full page advertisement in a selected issue.

Young Investigator Awards \$25,000*

One Presidential Award, 3 Presidential Travel Awards and 6 iSBTc Travel Awards will be presented to young investigators selected by excellence in abstract and oral presentations for the 24th Annual Meeting. Supporter will receive acknowledgement in all promotional material for the awards, including the iSBTc website, meeting programs and onsite signs.

Website Development \$20,000*

Ongoing enhancements include "hot topic" discussion boards, Board, member and award winner profiles, society documents, job postings, accomplishments, news, calendar of events, search function. Supporter acknowledged through placement of name, logo and link from logo to website of supporter's choice on iSBTc general web pages.

Electronic Newsletter \$2,500/per issue

Distributed to the iSBTc database, the E-Newsletter features society news, current events, program information, Board, member and award winner profiles, committee activities and society initiatives. Supporter receives acknowledgement through placement of name and logo on cover (or banner) of newsletter.

(*) Partial support opportunities available

iSBTc General Society & Meeting Attendance Information

Total Members: 662

Expected 2009 Meeting Attendance: 500-600

Domestic Members: 534

International Members: 128

Attendee Breakdown: 30% Clinical Investigators
30% Basic Scientists
15% Industry Scientists
15% Trainees
10% Industry Representatives

Disease States Represented within Membership/Meeting Attendees

iSBTc is represented by the full spectrum of both solid tumors and hematologic malignancies including:

Breast	Kidney	Melanoma	Prostate
Colorectal	Leukemia	Neuroblastoma	Renal Cell
Head & neck	Lung	Ovarian	
Hepatocellular	Lymphoma		

Sample of Medical Specialties Represented within Membership/Meeting Attendees

Cell biology	Immunotherapy	Pediatric oncology	Surgical oncology
Dermatology	Internal medicine	Pharmacology/toxicology	Transplantation
Genetics	Medical oncology	Radiation oncology	
Gynecologic oncology	Microbiology	Radiology	
Hematology	Molecular biology	Stem cell biology	

iSBTc 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 International Society for Biological Therapy 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.

iSBTc, a 501(c)(3) medical professional society, was founded in 1984 as the Society for Biological Therapy with 40 charter members. iSBTc currently has over 500 members consisting primarily of MDs, PhDs, RNs, and corporate representatives serving roles as Basic Scientists, Clinical Investigators, Industry Representatives, Trainees and Industry Scientists.

Core Purpose

To improve cancer patient outcomes by advancing the development and application of biological therapy.

Core Values

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

Innovation - challenge the thinking and seek the best research in the development of biological therapy/immunotherapy

Translation - promote the application and understanding of biological therapy/immunotherapy

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

iSBTc 2009 Board of Directors

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