

THE UNIVERSITY OF TEXAS  
MD ANDERSON  
CANCER CENTER

*Making Cancer History*<sup>®</sup>

 National University  
Cancer Institute, Singapore

*present*

*The First International Hematologic Malignancy Conference in Singapore*

# Bridging The Gap: 2010

'Building connections across continents'



Singapore

February 5-7, 2010

## Important Dates:

**December 23, 2009**

*Conference Registration  
Abstract Submission  
Exhibit Booth Registration*

**February 5-7, 2010**

*On Site Registration  
Scientific Sessions*



The Medal Group, LLC  
Organizing Company, BTG 2010

## Exhibit Booth Brochure

**Venue:** Shangri-La Hotel

22 Orange Grove Road, 258350, Singapore  
T: (65) 6737 3644, F: (65) 6737 3257

Conference Information: [www.asiapacificematology.org](http://www.asiapacificematology.org)

# Marketing and Sponsorship Opportunities

## Conference Summary

The first international educational summit in Asia devoted to Hematologic Malignancies will be held in Singapore City, Singapore in February 5 to 7, 2010. The Congress brings together leading authorities in Hematology Oncology to present the latest ground breaking findings on cutting edge research and novel treatments. The discussion forums provide an opportunity to integrate the latest pharmaceutical interventions. The conference targets hematologic malignancies in particular leukemia, lymphoma, and myeloma. The target audience is southeast and central Asia, Japan, Australia and the United States.

## Maximize Your Presence

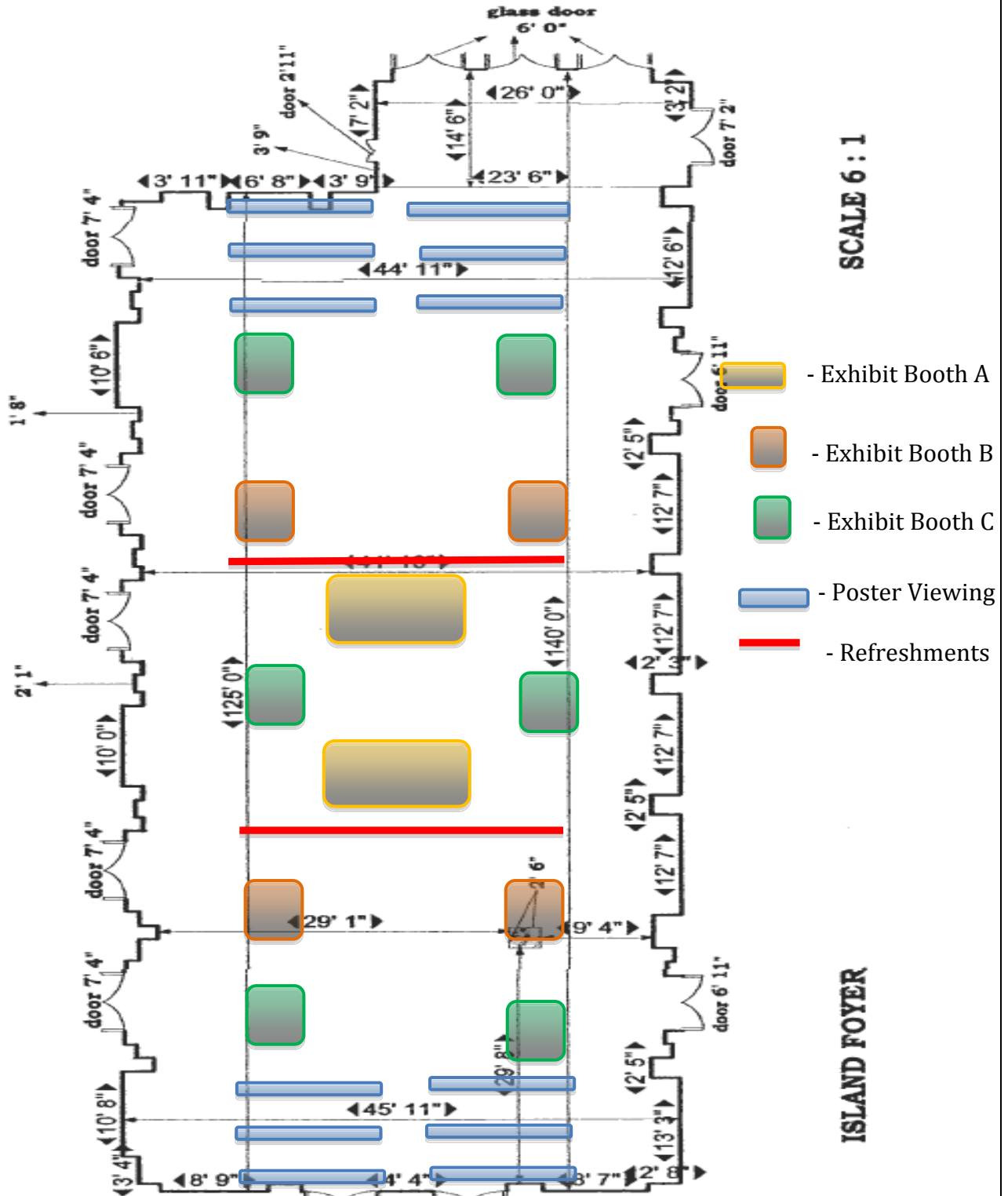
The First International Hematology Oncology Malignancy Conference 'Bridging the Gap:2010' will be the premier educational event in the hematology community attracting health care professionals from all over the world. We welcome industry support for various events and services.

Exhibitors will have an opportunity to:

- Target influential decision makers
- Interact face-to-face with hematology professionals from all over the world
- Build visibility for your company in a competitive marketplace
- Expand your prospect base and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads
- Give product demonstrations
- Conduct market research



# Exhibit Booth Floor Plan



# Exhibit Booth Details and Pricing

## Booth Details:

There will be three types of booths:

### **A) Special design booths (7500 USD) x 2**

1. 2.5m x3mx3m booth located in a high traffic area
2. Company logo, description, and page ad in the program guide
3. Company listing on Premium Booth signage and BTG2010 Website
4. 4 meeting registrations per exhibit
5. Admits 2 to BTG2010 networking function
6. Draped table, 2 chairs, and wastebasket

### **B) Background Display and stand (4500USD) x 4**

1. 2.5m x 3mx3m exhibit booth located in high traffic area
2. Company logo and description published in the program guide
3. Company listing on BTG2010 Summit Website
4. 2 meeting registrations per exhibit
5. Draped table, 2 chairs, and wastebasket

### **C) Standard Shell scheme (3000USD) x 6**

1. 2.5m x 3mx3m exhibit booth
2. Company logo and description published in the program guide
3. 2 meeting registrations per exhibit
4. Draped table, 2 chairs, and wastebasket

## Exhibit Schedule

Exhibit Move-In  
Saturday, February 6, between 6:00-9:00 am

Exhibit Breakdown  
Sunday, February 7, between 5:30 pm

Exhibit Hall Location  
The exhibit hall is located on Island Foyer of the Shangri-La Hotel.



# Exhibit Booth Application

First International Hematologic Malignancy Conference

**Bridging the Gap: 2010**

**February 5 –7, 2010**

Shangri-La Hotel, 22 Orange Grove Road, 258350, Singapore

T: (65) 6737 3644, F: (65) 6737 3257

Company Name \_\_\_\_\_

Company Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Authorization** (All exhibit correspondence will be sent to this contact)

Exhibit Contact Person for booth set up (if different) \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Email \_\_\_\_\_

Address \_\_\_\_\_

Authorized signature indicating acceptance of and agreement to abide by the guidelines provided by the hotel and the organizers.

\_\_\_\_\_

**Exhibitor Name Badges** (two per booth; PLEASE PRINT)

\_\_\_\_\_

\_\_\_\_\_

**Registration Deadline: December 23, 2009**

Please choose the type of Booth. All booths must be dismantled by 5pm Sunday, February 8, 2010

\_\_\_\_\_ US\$7500.00 per Booth A

\_\_\_\_\_ US\$4500.00 per Booth B

\_\_\_\_\_ US\$3000.00 per Booth C

Payment is due with completed registration form prior to the conference exhibit show date.  
You will also receive a complimentary list of conference attendees.

Please return this form with payment to: Shashik Vig, Treasurer, BTG2010 – Exhibit Booth Registration  
Email: [Shashik.Vig@themedalgroup.com](mailto:Shashik.Vig@themedalgroup.com) Fax: +001 (813) 466-3358



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Organizing Company, BTG 2010